

APR 14 1959

shipping MANAGEMENT

JULY 10, 1958

ROUTE THIS
ISSUE

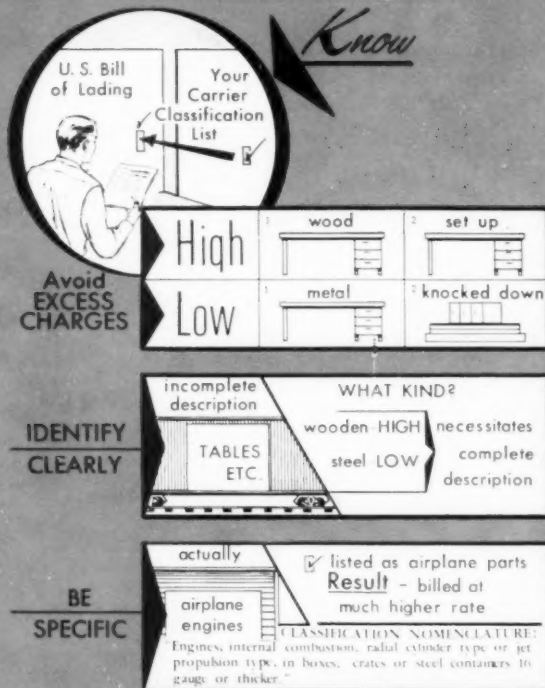
TO SEE PAGE.....
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combined with



THE PRACTICAL "HOW-TO" MAGAZINE FOR THE TRAFFIC, DISTRIBUTION, AND PACKAGING EXECUTIVE

GSA SURVEY OF SHIPPING FAULTS



THE LIBRARY OF
CONGRESS
SERIAL RECORD
APR 16 1959

PROBLEM CLINIC

watch out for these costly
bill of lading errors.....p. 18

What you should know
about
motorized hand trucksp. 24

How top-level management
expedites
traffic at Rockwell.....p. 12



Shipping's easier with Eastern Express, Inc.

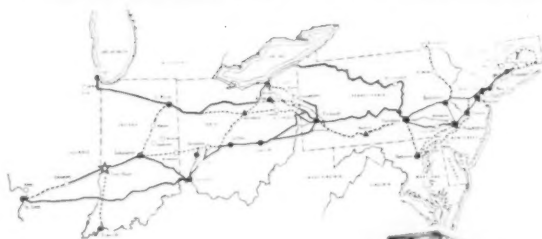
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APR 14 1958

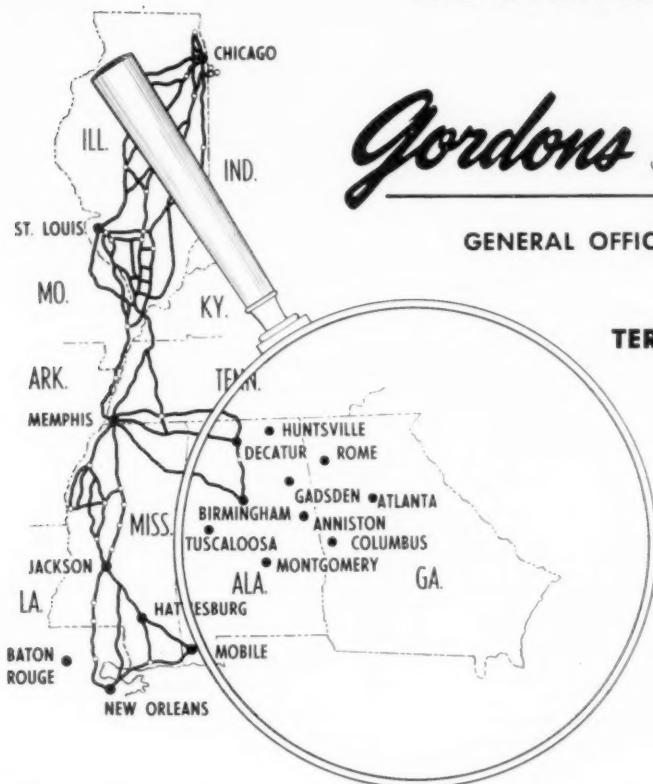


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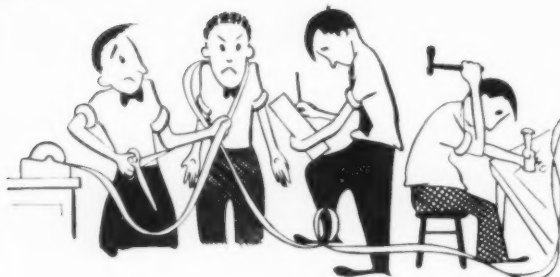
This combined operation affords DIRECT SERVICE
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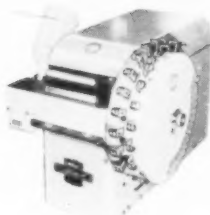


TAKE THE
Snarl
OUT OF YOUR
SHIPPING ROOM
with these

IDEAL PRODUCTS

IDEAL ELECTRIC CLIP-A-TAPE

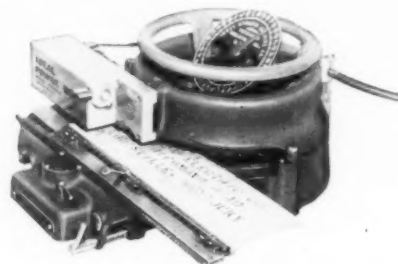
Model 200-E, measures, moistens, delivers, and cuts tapes 4" to 105" long at a finger touch. Two models available: one features thermostatically-controlled internal heated water well, 1 to 4" width tape capacity, and is finished in red; the other handles tapes 1 to 3" wide, has on-off switch heat control, and gray finish.



Break up "break-downs" and open your shipping room to fast merchandise flow with these Ideal Stencil packaging and marking devices that are modern . . . and reliable.

IDEAL STENCIL MACHINE with the new "Power Pack" air operated, push button controlled cutting mechanism. Just a touch on the button and the letter is cut . . . swiftly, effortlessly. Ideal STENCIL MACHINE also available in standard model without "Power Pack." The Ideal Stencil Machine is the only stencil machine to offer automatic paper carriage. Sizes to fit every requirement. This Ideal stencil cutter has automatic gear driven carriage, safe visible cutting action, automatic word spacer, minimum margin grip that saves up to 20% in stencil board. Sizes: No. 1, 1" characters; No. 2, 3/8"; No. 3, 7/16"; and Ideal "Quarter", 1/4" characters.

IDEAL STENCIL MACHINE "POWER PACK" described above, is also available as a separate unit for installation on standard model Ideal Stencil Machines now in operation.



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in black and variety of colors for porous and nonporous surfaces. Waterproof, weatherproof, quick-drying, indelible, free flowing. Will not smudge or smear. Gives more marks per gallon than so-called "bargain" stencil inks.

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IDEAL "Handy Angle" Fountain Brush

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SEE YELLOW PAGES
for name of nearest dealer

or WRITE DIRECT
to factory for
new FREE
catalog . . .
describes
entire line

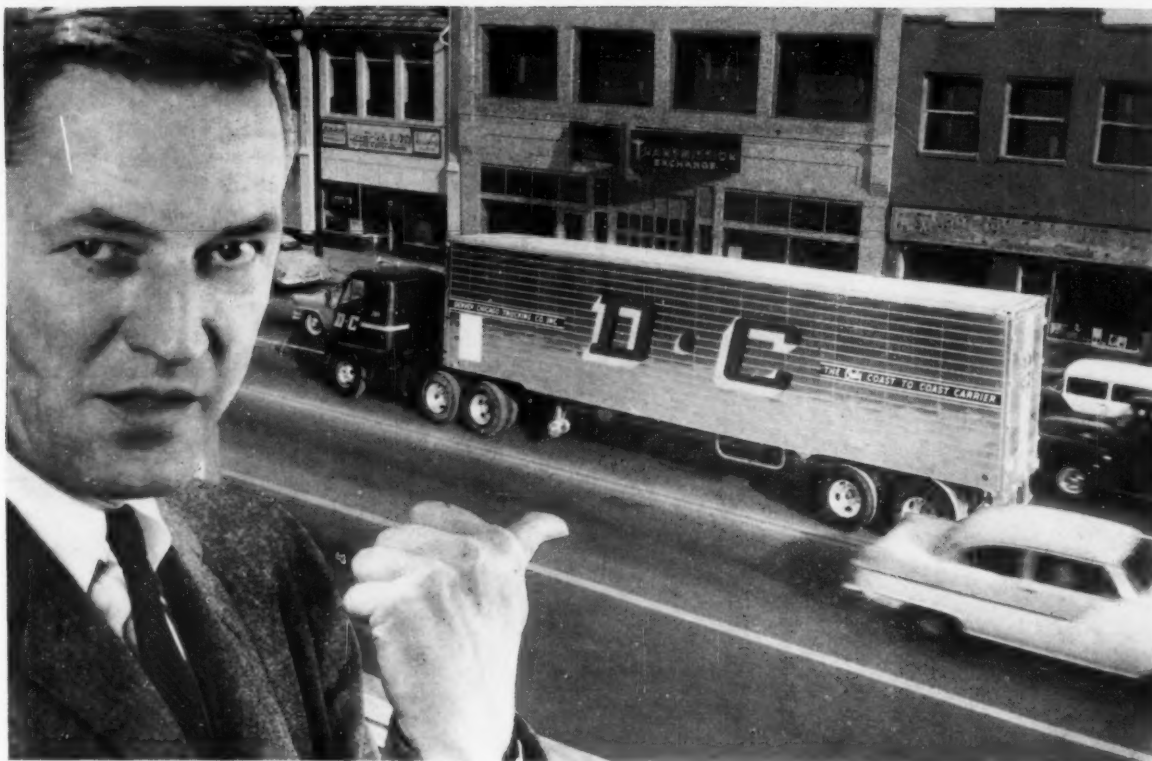


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CHECK NO. 3 ON HELP-O-GRAM CARD



Traffic Managers Coast-to-Coast are saying:

"I Always Specify D-C Because..."

- **D-C IS FASTER**—One-carrier direct service from coast-to-coast. 2-man sleeper cabs go straight-thru with no transloading—cuts 20% off running time.
- **D-C IS SAFER**—One carrier responsibility from pickup to delivery assures safe arrival, speeds tracing.
- **D-C IS MORE DEPENDABLE**—One-carrier control means experienced personnel, modern equipment and facilities *all the way*.

Join the ever-growing list of satisfied Traffic Managers who have found the answer to shipping problems—specify **D-C**—the coast-to-coast choice for coast-to-coast service!



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Cleveland, Ohio...SH 9-1666	(N. Bergen, N. J.)...UN 3-0900	
Colo. Springs, Colo...ME 2-1486	*Owensboro, Kentucky MU 3-5363	
Denver, Colorado...DU 8-4567	Phoenix, Arizona...AL 8-5321	
Detroit, Michigan...VI 3-9505	Pueblo, Colorado...LI 3-4425	
*Evansville, Indiana...HA 3-6487	*St. Louis, Missouri...CH 1-7830	
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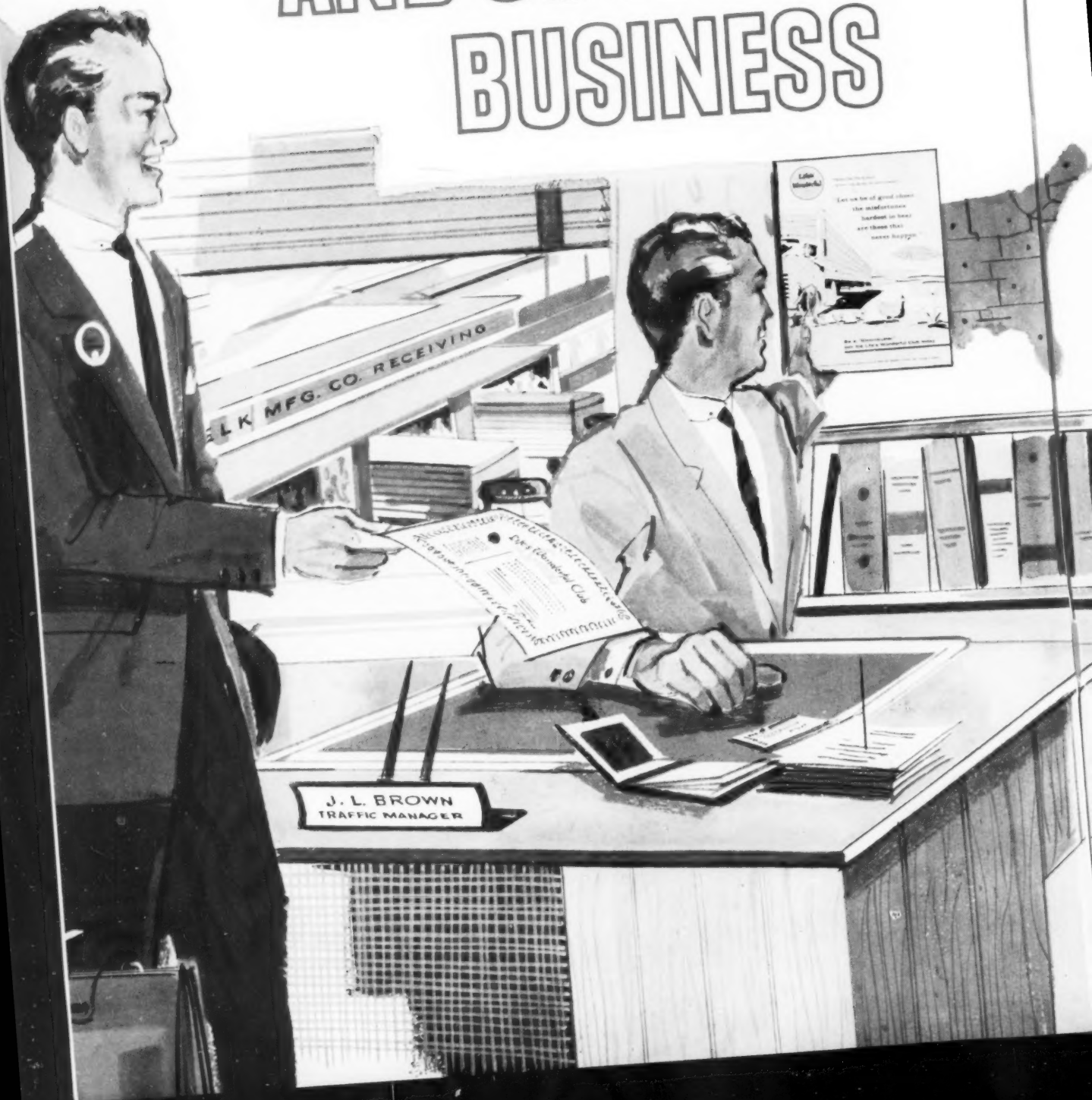
D-C

Denver Chicago Trucking Co., Inc.
THE ONLY COAST-TO-COAST CARRIER

CHECK NO. 4 ON HELP-O-GRAM-CARD

July, 1958

LIFE'S WONDERFUL... AND SO IS BUSINESS



SPECTOR ***MID-STATES***

ARE YOU A GLOOMBUSTER? We're out rounding up guys and gals to join our *Life's Wonderful* Club. Interested?

Membership is free—since that which is offered—an Optimistic Outlook—cannot be purchased except with a smile, a recognition of progress and the well-being of others. What do you have to do to join? Just make two Optimistic Observations about people and/or things each day. Easy enough?

If our *Life's Wonderful* Club sounds a little pollyannaish—well, that's exactly what it is. Things have never really been better for each and every one of us in this human race in *all* of history. We know *our* business is good . . . and we know a lot of other outfits who are right up there, too. We don't quite understand why it's so necessary to reach Mars or double last year's sales to be happy. A good living and a sunny point-of-view can do a lot to keep most of us running smoothly. We think that if each of us would do his bit in promotin' an Optimistic Outlook, only one thing can result—a Wonderful Life.

Wanna join . . . ?

we're ready, willing and eager

TO GIVE YOU THE BALANCED LTL PACKAGE you need to compete in today's market

**Taking your small shipments
where they're needed . . .**



**when they're needed
to 20,000 markets**

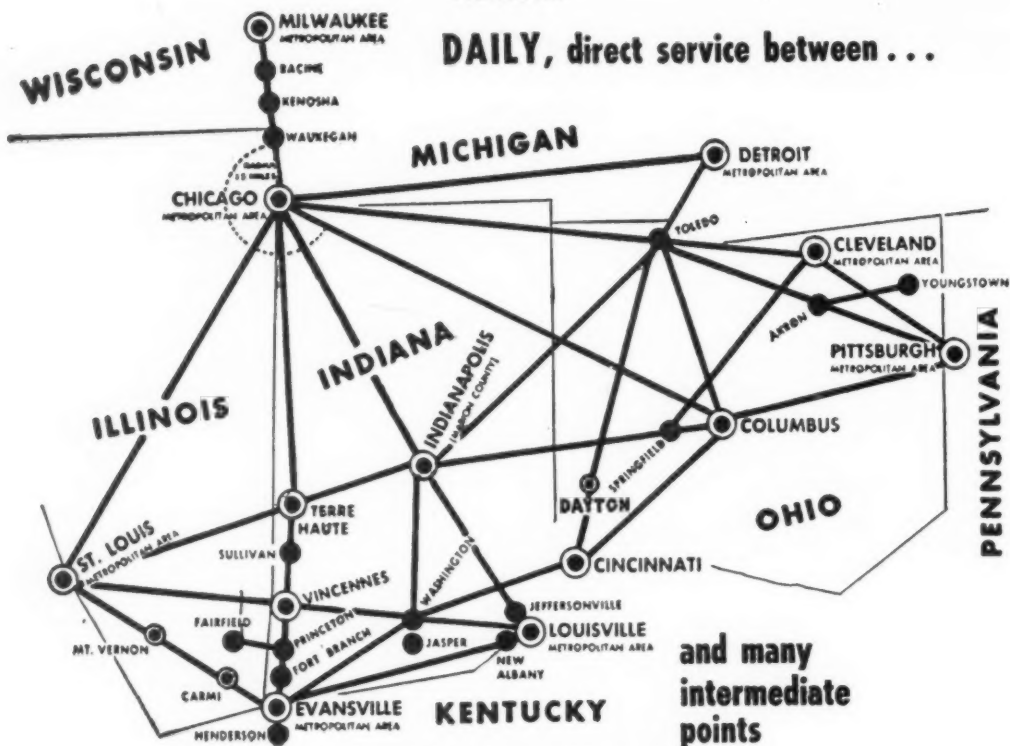


TERMINALS IN: Albany Aurora Baltimore-Washington Boston Bridgeport Buffalo Chicago Cleveland Decatur Eau Claire Indianapolis Kansas City Milwaukee New Britain New York Newark Peoria Philadelphia Providence Rochester Rockford St. Louis St. Paul-Minneapolis South Bend Springfield (Mass.) Topeka Wichita Worcester

SPECTOR FREIGHT SYSTEM, INC. General Offices: 3100 South Wolcott Avenue, Chicago 8

Let ONE PICKUP or DELIVERY Do The Job

Connecting line service on L.T.L. and T.L. shipments to all States other than those served by Hancock.



In **CHICAGO** Call

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STEEL DIV.—ESsex 5-3581

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**LET HANCOCK Pickup or Deliver Daily at a Fixed Time
Your Shipments to and From All the Points Shown Below**

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Crawford 9689

CLEVELAND, OHIO
Superior 1-6205

EVANSVILLE, INDIANA
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MILWAUKEE, WISCONSIN
Evergreen 3-6040

YOUNGSTOWN, OHIO
9-9784

HANCOCK

TRUCKING, INC.

EXECUTIVE OFFICES, EVANSVILLE, INDIANA

CHECK NO. 6 ON HELP-O-GRAM CARD

6

Shipping Management — National Hi-Way Shipper

JULY 10, 1958

IN THIS ISSUE....

A vote of confidence

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How top-level teamwork expedites traffic at Rockwell

12

Sparked by a distribution-oriented president, a vice president in charge of purchasing and traffic, and an alert GTM, centralized traffic and transportation are paying off handsomely at the Rockwell Manufacturing Co.

PROBLEM CLINIC—Watch out for those costly bill of lading errors 18

Intensive analysis of 6,000,000 B/L's reveals that errors in classification, routing, and documentation are upping freight costs, slowing shipments, misdirecting in transit merchandise. Here's what the traffic and transportation executive can and must do to halt and reverse the trend.

How Kirsch cut damage 80%

22

Poor packing, heavy freight damage, deteriorating company-customer relations used to be the order of the day at this firm—until it found the way to better shipping through improved packaging materials and procedures.

What you should know about motorized hand trucks

24

Storage, stacking, sorting a headache? Narrow aisles, lack of space making handling rugged? Meet the motorized hand truck, a keystone of smooth materials handling.

New lubricant cuts truck breakdowns

28

The problem: Delayed deliveries due to truck breakdowns. One solution: An improved lubricant reducing maintenance expenses and affording added protection to vehicle parts.

How Reynolds warehouse speeds deliveries

49

Depressed interior truck docks, a top-notch box-making section on the premises, and up-to-the-minute design and construction all add up to high speed shipping, super efficient handling at this mammoth southern facility.

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July, 1958



Keeping Years Ahead to Serve You Better Today

SHIPPING EXPERTS KNOW the difference in Johnson's equipment.

If it's new . . . Johnson's first to test it. Pictured above is just one example:

Add to its super-safe ride on the road the interior detail of this modern-as-tomorrow special Johnson trailer. Even the rivets have reversed heads; tie-down rings are recessed; inner-walls are mirror-smooth; so water proof, it could float.

Let Johnson carry it . . . you're safer!

EXPERIENCED
SHIPPING
SERVICE



JOHNSON MOTOR LINES, INC.

HEADQUARTERS: CHARLOTTE, N. C.
Serving the Eastern Seaboard

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1 Staple special cartons and corrugated fillers far faster with powerful DUO-FAST Air Pliers. Portable. You save time by taking tool to the work, instead of moving work to a big stationary stitcher!

2 Attach padding and lining the easy way with this rugged DUO-FAST Hammer Tacker. Speedy one-hand tool beats nailing four to one!

Which of these 3 stapling ideas can save most in your shipping room?

Shown here are 3 of the ways DUO-FAST automatic stapling can reduce costs for you. There are many more.

Cartoning, bagging, padding, tagging—whatever your packing operation may be, you'll do it faster, neater and easier with a handy DUO-FAST Stapler.

Ask your DUO-FAST man. With over 150 staple-tacking models to draw on, he'll show you the safe, accurate, automatic way to streamline your fastening methods.

Free maintenance service. And remember: every DUO-FAST Stapler carries a money-saving Free Service Guarantee! Send coupon below for free "Timesavers" Bulletin FT-50.

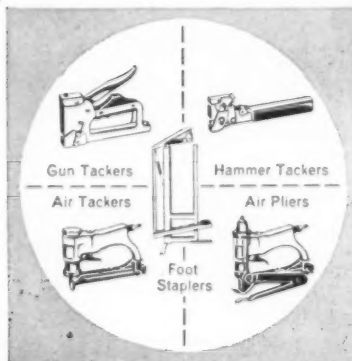


3 Make up cartons for a fraction the cost of tape with a DUO-FAST Footpower Stapler. Leaves both hands free for neater, faster work. Easily portable—weighs just 38 lbs.

DUO-FAST

Staplers • Tackers • Staples

7182



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New Ideas for you!

FASTENER CORPORATION
3756-60 River Road,
Franklin Park, Illinois

Without cost or obligation, please:

- ☐ send DUO-FAST Bulletin FT-50, "Timesavers for Shipping Departments."
- ☐ have a DUO-FAST man call on us.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____



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JULY 10, 1958 Vol. 23, No. 7

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YOU'RE THE BOSS!

From the moment he pulls up at your dock, your Ringsby delivery driver is working for you. His one interest is the well-being of your shipment on the first—or last—leg of its journey. You'll find him courteous, helpful...anxious to please. Proud too—proud of his company's vast resources, famous non-stop Rocket schedules. TL or LTL... eastbound or westbound...when it's got to move *fast* he's your man. His kind of service makes tight deadlines...fast friends...and helps make Ringsby the fastest distance between two docks.

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TRUCK LINES, INC.

LINE OF THE ROCKETS

GENERAL OFFICES: 3201 Ringsby Court • Denver 3, Colorado



CHECK NO. 8 ON HELP-O-GRAM CARD

July, 1958

Mile by Mile

WILSON

TRUCK COMPANY



8 TERMINALS
250 TRACTORS
280 SEMI-TRAILERS



combined with



A vote of confidence

Last month the first issue of the new Shipping Management-National Hi-Way Shipper made its debut.

Your response has been gratifying. Letters commenting on Shipping Management-National Hi-Way Shipper's new approach and its emphasis on integrated distribution have been pouring into our offices from all over the nation.

A random sampling includes:

W. F. McCann, Traffic Manager, Johnson & Johnson: "May I express my congratulations on your first issue . . . One important feature I like is the perforated pages . . . helpful to those of us who keep articles to build up files on specialized subjects . . ."

D. T. Maentz, Vice President, Associated Truck Lines: "Congratulations on your first combined issue . . . You should be very proud of the results . . ."

Horace E. Huston, General Traffic Manager, American Can Company: "Your magazine represents an important step forward in that area of publishing devoted to distribution . . ."

V. R. Tupper, Director, General Traffic Department, Remington Rand Division of Sperry Rand Corporation: "I was very pleased with the issue . . ."

While deeply appreciative of your resounding vote of confidence, we would also like to point out at this time that if we are to continue to assist you, we need your help. Your comments on our magazine and on any phase of distribution are cordially invited. What's more, should there be any way in which we can aid you directly, always feel free to call on us.

Only in this fashion will we be able to continue providing you with a truly practical how-to magazine, tailor-made to your needs and interests as a distribution executive.

The Publishers



How top-level

A. J. Bruens, Rockwell GTM, listens as aide J. F. Shearer cites item in company's Traffic Newsletter which could cut shipping costs at Rockwell plants.

● To W. F. Rockwell, Jr., president of the Rockwell Manufacturing Company, this is the "why" of centralized industrial traffic management: "In manufacturing operations, there is a constant drive to keep the cost of raw materials, direct labor, and overhead in line, so that the finished product can be sold competitively at a profit.

"Those, however, aren't the only costs that affect prices and profits. An example is shipping costs, which, like most things, have gone steadily upward in recent years.

"So that we will buy transportation as carefully as we buy materials, we operate a central or home-office traffic department in Pittsburgh. There is also a trained traffic manager at each of our plants as well.

"It is our firm opinion that few men can earn their keep so quickly as a good traffic man. Traffic control involves a lot of different functions—routing shipments for greatest econ-

omy, checking bills, processing unavoidable claims, advising plant managers on safe and low-cost packing and crating, and so on.

traffic duties

"In our company, the traffic department is also expected to concern itself not only with outbound, but with inbound shipments as well—even when the transportation costs are not added directly to the material costs.

"Our traffic department is expected to help our suppliers ship to us with greatest safety and economy, too, since all costs finally must be included in the selling price. This cooperation on transportation has been particularly useful to some of our small vendors, who can't afford full-time traffic men of their own."

Handling some 50,000 inbound and

outbound consignments every month with dispatch and an exceptionally high degree of efficiency, Rockwell's traffic organization is more than living up to President Rockwell's concept of the industrial traffic department in action. Repeatedly underscoring the benefits of integrated physical distribution, it has 14 key functions:

- 1. Developing and putting into effect transportation policies and procedures which will enable the company to manufacture, sell, and distribute its products in the most economical manner.
- 2. Preparing various analyses of freight costs relating to contemplated plant operations for management and emphasizing the transportation costs of incoming materials and outgoing products.
- 3. Negotiating with motor freight carriers to secure commodity freight rates on products and raw materials moving in volume lots, to further reduce freight costs.

". . . It is our opinion that few men can earn their keep as quickly as a good traffic man . . ."

teamwork expedites traffic at Rockwell

- 4. Preparing analyses showing competitor's freight costs to various markets as compared with Rockwell's for the company's Sales Department.
- 5. Processing all freight claims for loss and damage. Also processing overcharge claims and effecting proper settlement of such claims.
- 6. Arranging for pool truck distribution where feasible.
- 7. Participating actively as a member of the various traffic association committees of direct interest to Rockwell, such as the Valve Manufacturers Association and the Gas Appliance Manufacturers Association.
- 8. Arranging for the re-audit of all company freight bills by various auditing bureaus.
- 9. Conducting a continuous review of proceedings before carrier rate committees and regulating bodies to maintain current knowledge of developments in freight rates which may affect Rockwell's transport costs or those of its competitors.
- 10. Tracing and expediting shipments for the Sales and Purchasing Departments, when asked to do so.
- 11. Securing travel accommodations for company personnel from and to Pittsburgh, Rockwell's headquarters, or elsewhere, when requested.

Providing up-to-the-minute data, Rockwell's Traffic Newsletter has lent a new efficiency to the company's varied shipping activities.



April, 1958

TO: General Manager and Traffic Representative

— Barborton	— Hopewell	— Oakland	— Seaboard
— Bellefontaine	— Instrument	— Porterville	— Sulphur Springs
— DuBois	— Kearney	— Regulator	— Tupelo
— Edward	— LFM	— Republic	— Uniontown
— Guelph	— National	— Russellville	

Carrier Rates Rise Again! Still more effort is needed to keep our transportation costs down.

Effective January 15 the rail carriers have increased all class rates 2%. The motor carriers have increased volume or truckload rates within the south and between the south and all territories, excepting the far west, 5%.

Percentage-wise these increases may not seem large but they mean additional thousands of dollars added to our transportation bill for just one year. And these increases have been steady - year after year.

During the year 1957 we fully prepaid or allowed freight in the amount of \$2,384,459. This figure is broken down as follows: Petroleum and Industrial, \$14,027; Gas Products, \$239,799; Nordstrom Valves, \$1,273,158; Dual Parking Meter, \$16,083; Water Meters \$129,467, and Power Tools \$556,774.

In adding the cost of our inter-plant shipments, shipments to warehouses and vendor shipments to the above figure our annual transportation bill will run over \$4,000,000. It is very simple to see that if all plants could reduce their transportation expense just two or three percent, a great deal of money would be saved.

This reduction can be made if all concerned take an active part and have the feeling that every reduction in transportation costs, no matter how small, is definitely important. Following are some of the ways costs can be cut:

Export shipments and shipments to municipalities are exempt from the transportation tax. It is regrettable to know that several divisions have been approving many freight bills which include these taxes. Section 10 of our Traffic Manual clearly indicates that these shipments are exempt from transportation tax; and if the carriers include it with their charges, it is to be deleted. It is hoped that we will not be compelled to file any more overcharge claims of this nature.

On freight forwarder shipments to the west coast it is extremely important that we show on our bills of lading the separate weight of our skids, pallets or platforms. The freight forwarder will not assess transportation on the skids, pallets or platforms proper but will assess charges on any material not a part of the pallet, skid or platform used to protect the top of the material being shipped.





















"... The goal of our office is to obtain the maximum value for each dollar spent on transportation ..."

- 12. Quoting freight rates to Divisions, Subsidiaries, and various individuals at Pittsburgh.
- 13. Obtaining proper freight classifications from carriers' classification committees on any new products or raw materials that are not properly classified.
- 14. Establishing and maintaining close contact with carrier and freight forwarding executives.

To a large extent, the success currently enjoyed by Rockwell's General Traffic Department derives from

its willingness to improve itself and its operational procedures. The office will try anything that promises greater shipping efficiency, reduced expenses, and a smoother flow of goods.

Backed to the hilt by traffic-minded President Rockwell, and sparked by C. Warner McVicar, Director of Purchasing and Traffic, and Anthony J. Bruens, General Traffic Manager, two efficiency-building ideas, in particular, are already paying big dividends.

summary of facilities	plant locations	products	
	Pittsburgh, Pa.		Hydraulic Transmissions and Pumps, Lubricants for Lubricated Plug Valves
	Oakland, Calif.		Lubricated Plug Valves
	Kearney, Neb.		Lubricated Plug Valves
	Sanbur Springs, Texas		Lubricated Plug Valves
	Madison, Ohio		Lubricated Plug Valves
	East Chicago and Knox, Indiana		Lubricated Plug Valves, Cast and Forged Steel Valves
	Atchison, Kan. and St. Joseph, Mo.		Lubricated Plug Valves, Locomotive Truck Frames, Drilling Mud Pumps, Large Steel Castings, Precision Machine Work, Castings and Parts for Rockwell Products
	DuBois and Sykesville, Pennsylvania		Gas Meters
	Norwalk, Ohio		Gas Regulators
	Tulsa, Okla.		Gas Instruments, Chart Drives, Integrators, Differential Controllers, Orifice Meters
	Statesboro, Ga.		Petroleum and Industrial Meters, LPG Gas Meters, Test Meters, Flow Regulators, Register Controls, Parking Meters
	Porterville, Calif.		Gas Meters, Gas Regulators, Water Meters, Petroleum and Industrial Meters, Lubricated Plug Valves, Wood and Metal Working Power Tools
	Uniontown, Pa. and Brooklyn, N. Y.		Water Meters, and Industrial Meters
	Hopewell, N. J.		Service Coils, Liquid Die Meters, Meter Registers, Machined Meter Components
	Russellville, Ky.		Parts for Rockwell Products
	Bellefontaine, Ohio		Delta*, Walker-Turner* and Homecraft* Wood and Metal Working Power Tools
	Tupelo, Miss.		Homecraft*, Delta* and Walker-Turner* Wood and Metal Working Power Tools
	Chicago, Ill.		Electric and Pneumatic Control Systems and Instruments
	Guelph, Ontario, Canada		Beaver* and Delta* Wood and Metal Working Power Tools, Gas Meters, Regulators, Industrial Meters, Electrical Control Fixings, Parking Meters
	Pinneberg and Munich, West Germany		Gasoline and diesel engines, lubricated plug valves

The first is a top-notch monthly traffic newsletter. And the second involves an up-to-the-minute traffic manual, rated as one of the finest in the field.

What has Rockwell's traffic newsletter achieved? For one thing, it has served to tie the company's far-flung units closer together. For another, by channeling last minute cost-cutting, delivery-speeding data from traffic headquarters to Rockwell's facilities around the nation, it has shaved thousands of dollars from the firm's annual freight bill.

Typical of the pertinent facts and figures contained in every newsletter are these, culled from April, 1958's edition:

"... Carrier Rates Rise Again! Still more effort is needed to keep our transportation costs down. Rail carriers have increased all class rates by two percent ... motor carriers have increased volume or truckload rates within the south, and between the south and all territories, excepting the far west, by five percent ..."

The basic objectives of Rockwell's traffic manual, meanwhile, are 1) to keep traffic personnel at all of the company's plants up-to-date on new developments—especially costs—in the traffic field, and 2) to keep fresh in the minds of traffic personnel the key procedures and regulations governing company traffic operations.

manual contents

Covered in the traffic manual are: the functions of the General Traffic Department; responsibilities of traffic departments; traffic personnel; classification; freight bill auditing; routing; distribution of shipping documents; and moving household goods. In addition, covered in detail are bills of lading; transportation taxes; inter-company shipments; weight agreements; parcel post shipments; and tracing-expediting procedures.

Summing up centralized traffic management at the Rockwell Manufacturing Company, Mr. McVicar explains: "Our traffic function involves the procurement of transportation, at the lowest possible cost consistent with our needs for the movement of materials and products.

"The goal of our traffic office is the promotion of Rockwell's best interests through intelligent action and fair dealing with transportation companies—thus obtaining the maximum value for each dollar expended by our company for transportation."



CARGO CURRENTS

Teamwork between motor freight carriers and Aaxico Airlines is paying big dividends—for shippers, as well as the companies involved.

Aaxico's air-truck expediting arrangements with Georgia Highway, Great Southern, Dixie Highway, Overnight, and Murdock have enabled the line to establish a tight schedule guaranteeing textile shippers in the Deep South next morning delivery to customers in New York.

As a result, the airline reports that its textile traffic has risen by over 20 percent. Other business deriving from the same service, moreover, is up by over 70 percent.

Expanding its air freight service, ASA International Airlines has inaugurated Monday-through-Friday all-cargo flights from St. Petersburg, Florida, to San Jose, Costa Rica.

In a move designed to expedite the shipment of its sky cargo, Seaboard & Western Airlines has signed interline agreements with Cambrian Airways, Wales; Compania Cubana de Aviacion, Cuba; Cie. de Transports Aeriens Intercontinentaux, France; Eagle Airways, Bermuda; and ALA-Sociedad de Transportes Aeros, Chile.

Thanks to a pair of up-to-the-minute, 25-foot aluminum body semi-trailers, Mercury Air Freight has stepped up its handling of on-the-ground cargo in the New York Area.

The largest trailers ever to be used on a full-time basis in the air freight field, the Mercury vehicles are equipped for two-way radio communication with the company's terminal at New York International Airport.

Blueprinting an increase in the tempo of its operations, Linea Aeropostal Venezolana plans to inaugurate service on its route linking Caracas and New Orleans; increase its New York-Caracas flights to seven per week; and offer two European flights (Caracas-Bermuda-Lisbon-Madrid-Rome) weekly.

Expanded local airline service to 10 Midwestern states, on a "use it or lose it" basis, has been voted by the Civil Aeronautics Board.

The CAB vote provides for local service across Nebraska, North Dakota, and South Dakota for the first time. It also heralds a wide variety of new routes in Minnesota, Iowa, Wisconsin, Illinois, Wyoming, Colorado, and Missouri.

Three airlines—North Central, Ozark, and Frontier—are expected to fly new routes.

The British Overseas Airways Corporation has dropped its four daily roundtrip flights between Miami and Nassau. BOAC's New York to Nassau run, however, will be continued.

The International Air Transport Association has issued an amendment to its code covering the handling of special materials. The new ruling pertains to the air shipment of radioactive materials and became effective last month.

As a result of the IATA amendment, the Curie limits for numerous radioactive materials currently taking to the skyways have been upped. These include the isotopes Gold 198 and Cobalt 60, which are used in radiotherapy; a variety of radioactive drugs; and Krypton 85, a radioactive industrial gas.

Sabena Belgian World Airlines and Lebanese International Airways have inked an agreement aimed at creating thru air passenger and cargo service from Brussels to Beirut, Bagdad, Teheran, and Kuwait.

A new air cargo forwarding operation, between the U.S. and Hawaii, has been established by the Emery Air Freight Corporation. . . Air Express International is now offering daily sky freight runs to Bermuda from 94 U.S. cities.

WING



TIPS

JET PLANES LIKE THE BOEING 707 . . .



. . . AND THE ADVANCED DOUGLAS DC-8 . . .



. . . WILL NEED LONGER RUNWAYS . . .



. . . LIKE THIS ONE AT IDLEWILD, N. Y.

The Jet Cargo Age is coming in with a roar! Boeing 707s, Douglas DC-8s, Convair 880s, and a variety of foreign-made aircraft are beginning to roll off the assembly line at a rapidly mounting tempo.

Late this November, Pan American World Airways will launch the first regularly scheduled U. S. jet flight, from New York to London. American Airlines, meanwhile, has set January, 1959, as its target date for coast-to-coast jet service—service that will span the continent in less than 4-1/2 hours. And following closely on American's heels, all of the country's trunk airlines expect to begin replacing their conventional aircraft with jets on long flights.

Nevertheless, a survey by Air Cargo News reveals that unless the nation's major airports undergo a drastic facelifting in the immediate future, the upcoming Jet Cargo Age is in for some serious difficulties.

At the present time, only a very few U.S. airports are adequately laid out and equipped to handle the new jet planes that will begin descending on them.

New York's LaGuardia Field is a case in point. Unable to handle the super-powered jets that are their way, present Port of New York Authority plans call for the field to be bypassed in favor of Idlewild Airport.

LaGuardia is nearer key delivery points in Manhattan than Idlewild is. This means that jet air cargo will have to be hauled a greater distance from Idlewild to destination points in Manhattan than it would from LaGuardia.

The result: Wasted time and added air freight costs.

In Chicago, O'Hare, rather than Midway, will be employed for jets. Again, the longer distance to be covered in moving cargo from O'Hare to the heart of Chicago will mean comparatively slower on-the-ground service and higher jet freight expenditures.

In Denver, jet passenger and cargo service may be seriously hampered by the fact that the only runway capable of accommodating jets will put aircraft over the center of the city before they can change course.

Construction of a second runway, the Air Transport Association reports, is "physically, most difficult."

In the opinion of experts, runways at Miami, New Orleans, San Francisco, and Los Angeles airports all require considerable improvements if jets are to be handled efficiently and safely. The same is true of airports located in Kansas City, Portland, and Seattle.



D. R. Dominie's

TRAFFIC TOPICS

Pilferage and theft of shipments from virtually all carriers, which began mounting gradually at the outset of the recession, are now reaching major proportions.

Although very little publicity has been given to this fact by the carriers themselves, our own yardsticks—both from our dealers and tracer and claims division—have indicated that there has been an increase of over 50 percent in claims entered during a similar period last year. Talks with other companies and security agencies, moreover, reveal that this problem is not peculiar to our concern alone, but seems to exist on a nationwide basis.

Shippers who have well-trained tracer and claim personnel are not finding it too difficult to cope with the increased work load stemming from this increase in claim and tracer activity. However, the greatest effect of this rise is on the small dealer, who, not knowing the exact procedures to follow in the case of lost or pilfered merchandise, is unable to take the proper steps necessary in bringing a claim action against a carrier.

procedure problems

In many instances, we find that the dealer's ignorance of these procedures precludes any possible action by either the shipper or the dealer against a carrier, even when the validity of such a claim is obvious.

We are trying to cope with this problem in two ways. First, we are trying to put pressure on the carriers to take more direct action with regard to the protection of shipments. Security agencies point out that, until only recently, many carriers continued to be extremely lax in the security of their loads, insofar as gates and rear-cover canvases were concerned, thus making their cargo especially susceptible to theft.

Police associations, as well as carrier security organizations, are now taking drastic steps to bring about

-
- Pilferage, theft soaring to new highs
 - Traffic office key to protection and claims
-

changes in carrier operations along these lines.

In our own organization, we find that the most effective way to combat dealer irritation with pilferage and theft is to first educate our own sales representatives as to the procedures to be followed when a dealer finds shortages in a shipment.

By knowing what to tell the dealer, he can make it very simple for the dealer himself to file claim. Directives have been sent to all of our sales representatives outlining the procedures to be followed. In addition to this, we have had imprinted, on each master shipping carton, brief instructions to the dealer as to what he should do in case he discovers theft or pilferage.

In addition to this, we are advising our sales representatives that, in the event a dealer cannot enter his claim, we will take it over for him. Thus, we are setting up our own Traffic Department as a service division for dealers.

Aside from freight pilferage and theft, police and security agencies report that crime—particularly in the

petty theft area—has shown a marked rise since the beginning of the recession. They point out that every individual should take added precautions to protect his home and personal belongings against criminal incursions.

I, myself, am a chronic offender in leaving my car unlocked. However, since my discussion with various agencies, I have been "frightened" into locking not only my car, but double-checking my house locks. I mention this only because it has been pointed out to me that too many people are taking this increase in the crime rate complacently, at a time when they should be taking steps to make thefts more difficult.

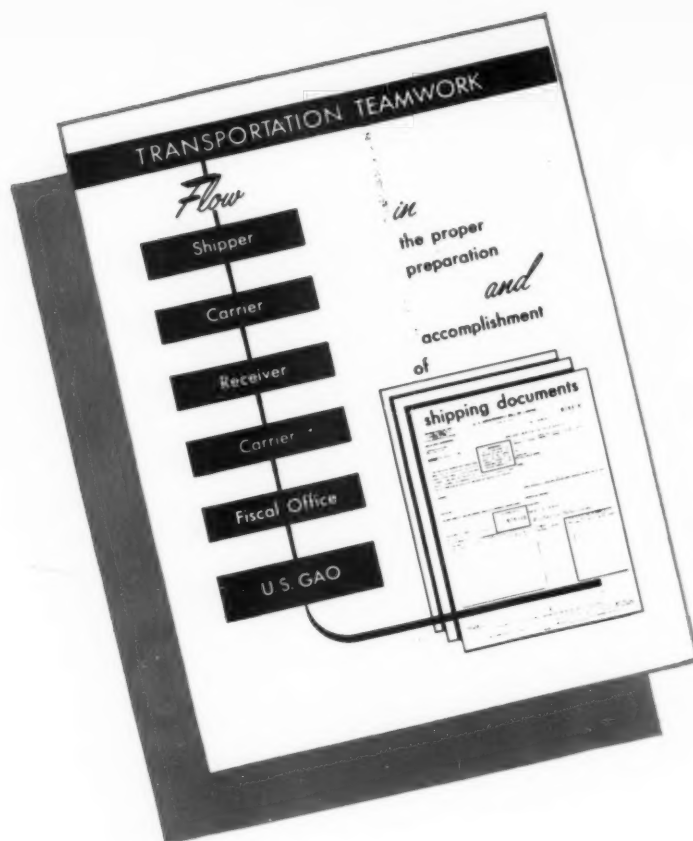
Unconfirmed reports have it that, as a result of the current rise in crime, small dealers are finding it difficult to get their claims processed. This would explain the swing toward putting the burden of claim on the larger shippers.

Consequently, today, more than at any time in recent years, the selection of reputable and reliable carriers is vital to anyone who ships.

motor cargo theft causes listed by insurance v. p.

According to R. L. Maxwell, vice president of the Home Insurance Company of New York, "Trucking theft and pilferage have become items of genuine concern to the freight underwriter and an all-out campaign to combat cargo-directed crime is urgently needed."

Contributing factors to the growth of freight losses, as listed by Mr. Maxwell, include the huge expansion of local truck haulage; increased concentration of cargo values in these smaller vehicles; a growing preference on the part of criminals for pickup and delivery units; the "discovery" of this field of crime by an expanding army of drug addicts; and the spread of crime from cities into formerly immune small towns.



Watch out for these

costly bill of lading

• *The target:* Bill of lading errors. A *potential weapon:* One of the most intensive traffic and transportation surveys ever conducted by a Federal agency.

Pinpointing the key mistakes being made by shippers in their processing of government bills of lading—as well as in documents covering freight destined for use by private industry—the study poses a challenge for the the distribution executive. It indicates that faulty bill of lading procedures are on the rise, slowing deliveries, upping transport costs, and leading to an alarming increase in time-consuming claim correspondence.

Far out in front as a factor tripping the greatest number of American shippers is the bill of lading classification. According to the Transportation and Public Utilities Service, General Services Administration,

which conducted the survey, erroneous classifications currently account for a staggering 29 percent of all the mistakes being made in the preparation of bills of lading.

common errors

Some common causes of errors in commodity descriptions:

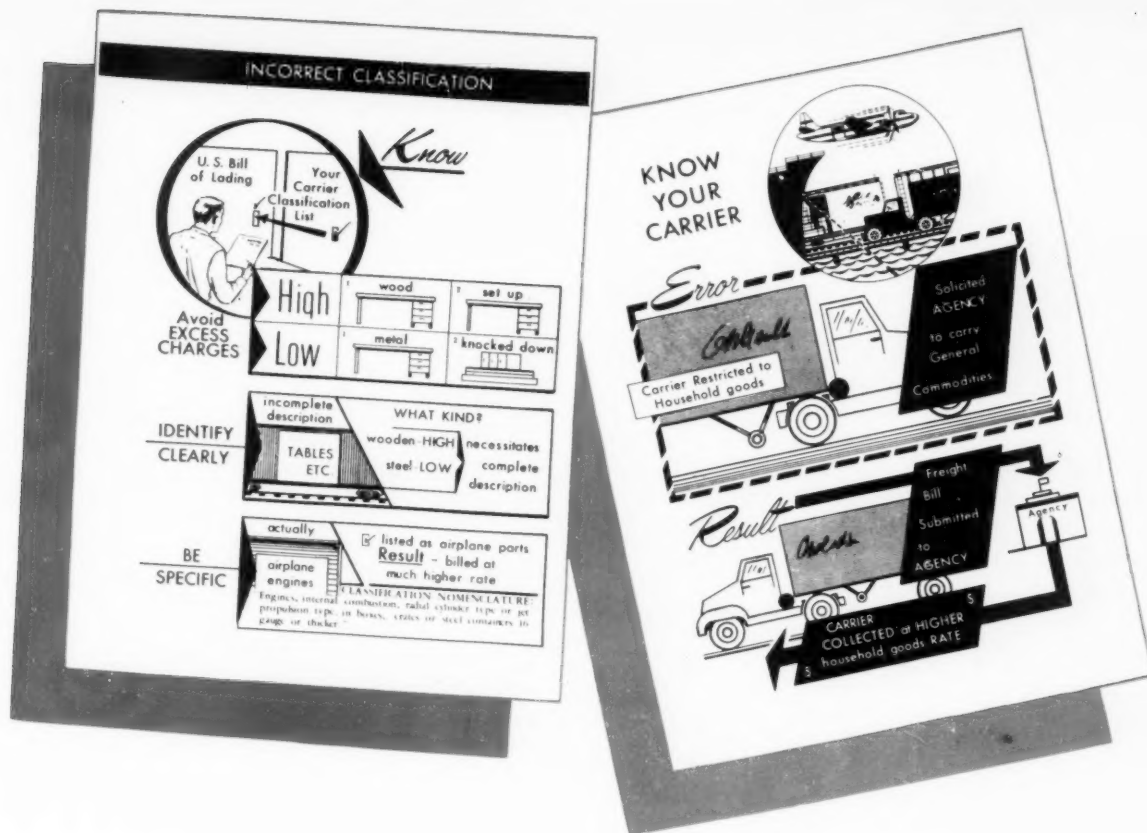
- Classification nomenclature occasionally differs from the names by which commodities are generally known. For example, "cotton sheeting in bolts" becomes "cotton piece goods, finished, N.O.I.B.N." in shipping terminology.
- Sometimes the classification rating assigned depends on the material from which the article was produced. The same article of furniture may vary an entire classification or more, depending

on whether it is made of glass, steel, or wood.

- Many articles are purchased knocked-down, or knocked-down flat, because the price is right. One reason for the lower price is that the freight classification rating is frequently one price class lower on knocked-down articles. Omitting the all-important "KD" or "KDF" information in the bill of lading description may result in added transport charges.

The solution, based on a painstaking analysis of the more than 6 million government bills of lading issued annually:

- When making a shipment, analyze the contract and invoice thoroughly.
- Determine if the freight classification contains an accurate description of the material being shipped.
- Determine the applicable class rate.
- Caution: When the article or commodity cannot be described in terms of the applicable tariff or classification, use a clear, non-technical explanation.



errors

Documentation is another nemesis of the traffic department. It accounts for 21 per cent of all bill of lading errors.

Incomplete documentation of shipments can lead to time consuming delays, added freight charges, and injured company-customer relations. Consequently, traffic personnel must understand and appreciate what information is required by the carrier, the receiver, and the customer disbursement office. Careful attention should be paid to all instructions and details.

The incorrect listing of articles and weights covering mixed commodities accounts for 13 percent of the shipping errors uncovered by the governmental agency.

When a shipment consists of two or more commodities subject to dif-

ferent weight classification ratings, each commodity should be packed separately and listed on the bill of lading, with separate weights for each. Why? If this is not done, carriers will assess total charges based on the highest rated item.

packing tip

Only when the cost of packing differently rated commodities separately is excessive is it permissible for them to be packed together. In such cases, however, the classification of the highest rated commodity should be shown on the bill of lading, along with the notation, "and other articles classified or rated the same or lower."

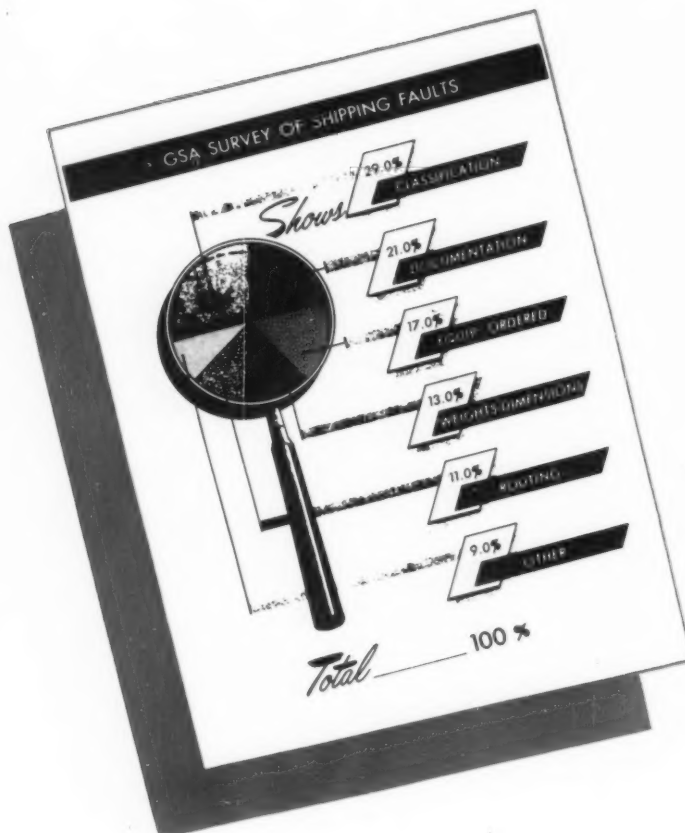
Mistakes in this area stem from unfamiliarity with classification regulations and a poor understanding of Rules 10 and 12, Uniform and Consolidated Freight Classifications.

- Rule 10 states that, in the event of a carload of commodities classed and rated differently, "The rate shall be applicable on the highest classed or rated article contained in the carload" and "the carload minimum weight will be the highest provided for any article in the carload."
- Rule 12 sets the regulations for LCL shipments, and for packages containing item classed or rated differently.

Erroneous routing and faulty carrier selection, meanwhile, account for 11 percent of all transportation mistakes. Declares the government survey: "Proper routing involves, as a first and basic step, the selection of the mode of carriage best suited to accommodate the shipment."

In his routing and carrier selection,

"... Know your carrier . . . routes . . . responsibilities"



the traffic executive is provided with a golden opportunity to effect substantial savings in his shipping expenses, if he carefully evaluates available routes and rates as a yardstick for selecting the origin carrier who will meet his needs most effectively.

shipping tips

However, he can do this only if:

- He knows the carriers serving this area.
- He is aware of the scope of each carrier, as to commodities handled and routes traveled.
- He understands the differences between various types of carriers.
- He comprehends the carriers' routing responsibilities.

Only through a tightening of bill of lading procedures, a broader understanding of the carrier's role in the movement of his merchandise, and a thorough grounding in the regulations governing the shipment of freight in the U. S., can the physical distribution executive remedy the errors that are adding to his costs, slowing his deliveries, and increasing his paperwork.

The problem is a pressing one. But the solutions are there. The rest is up to the physical distribution executive and the traffic department he heads.

PURPOSE OF BILL OF LADING

All common carriers engaged in the handling of freight transportation have only one kind of customer — the shipper. Essentially, the most important document required for the transportation of goods, in the relationship between these two parties, is the Bill of Lading.

Basically, a Bill of Lading is:

1. A receipt issued by a carrier to a shipper for goods to be transported.

As such, it must show the place and date of shipment and the consignee. It must also describe the material destined for shipment.

2. A contract of carriage. As a contract of carriage, the Bill of Lading serves the same purpose as any other contract entered into between two parties. When the carrier receives goods and properly issues a Bill of Lading, it has entered into a legal

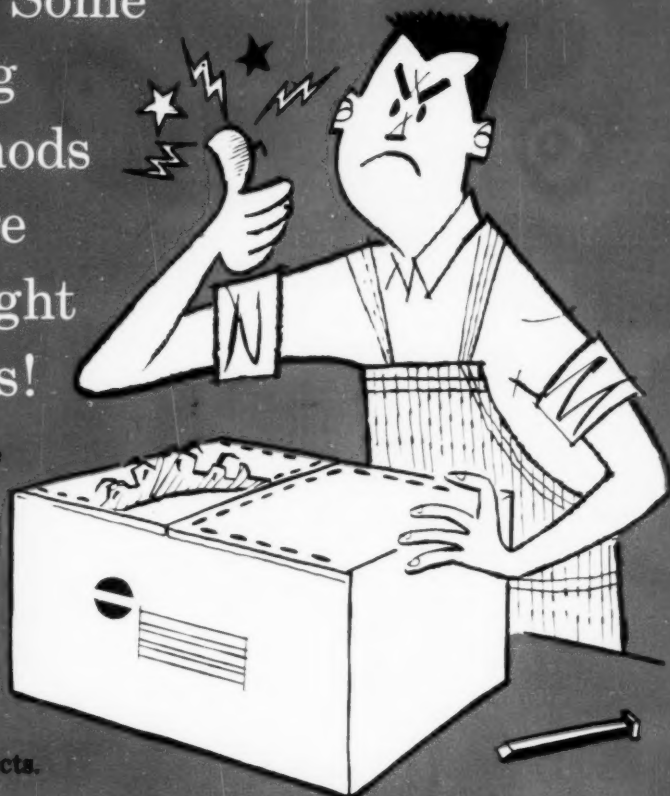
and binding agreement. Like any other contract, a Bill of Lading must show in detail the conditions and limitations under which the contract was entered.

These conditions and limitations are generally shown on the back of the Bill of Lading.

3. Documentary evidence of title to goods in the event of a dispute and suit.

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22

HOW

What's the solution to shipping damage resulting in unnecessary, extra expenditures, delayed delivery, added paperwork, and strained consignor-customer relations?

For the Kirsch Company of Sturgis, Michigan—a leading manufacturer of curtain rods, tracks, and assorted hardware—it's fibre tube protection. Ever since the firm switched from its former method of packing to fibre tubes, it has reduced in transit damage to its merchandise by a whopping 80 percent. New and improved techniques have slashed labor and material costs and speeded up the concern's entire packaging operation as well.

This was the situation at Kirsch prior to the company's drastic revamping of its setup in May, 1957: Fabricated at the firm's headquarters plant in Sturgis, basic rodding—in 12 and 16 foot lengths—was dispatched to Kirsch's 18 branches around the nation. There, curtain rods and tracks were made to order in different styles for hardware dealers, decorators, department stores, and other retail outlets.

inefficient packaging

The packaging of these outbound consignments, however, was an inefficient and costly proposition. On innumerable occasions, as a result of the perpetual jam-ups that developed, personnel had to be diverted from other vital tasks to get the job done, throwing other branch shipping operations for a loss.

Under the discarded Kirsch system, the company's long traverse rods and tracks were first wrapped in paper. Next, wooden blocks—long enough to fit the rods and tracks—had to be carved. The rods and tracks were then pressed against their blocks, taped into place, and en-

Shipping Management — National Hi-Way Shipper

KIRSCH CUT DAMAGE 80%

cased in a second paper wrapping for shipment.

The result? Heavy damage. As W. H. Cornell, Kirsch's Eastern Sales Manager recalls it, "Our merchandise reached customers in such bad shape that it was unusable. Consignees became increasingly aggravated because they had to return damaged goods to us and wait for reshipment. Many of them eventually stopped buying from us and turned elsewhere to meet their needs.

other problems

"Repacking and reshipping replacement rods and tracks provided us with a king-size headache, too. Our production schedules were thrown out of whack, our shipping people had all they could do to keep up with their work, and packing expenses skyrocketed."

Damage in transit, Mr. Cornell points out, was caused by a variety of factors. Often, the wrapping paper surrounding rods and tracks tore apart when crushed in transit by heavy cartons, or during unloading from trucks. Warping and splitting wooden blocks also contributed heavily to the denting and smashing of Kirsch's goods.

Today, however, the picture is a far different one. Damage to Kirsch consignments is at an all-time low. As a matter of fact, during the past four months, not one rod or track failed to reach its destination in A-1 condition.

Fibre tubes, purchased in 16-foot lengths, are now standard packaging for all orders. When a rod or track is ready to go, it's wrapped in paper and inserted in a fibre tube, cut to a length three inches longer than the hardware itself to allow for the insertion of the tube's metal end caps. The caps are then put into place backwards, so that the ends of the

rod or track are flush against them, thus preventing lengthwise motion. As an added precaution, the fibre walls of the cap are stapled to the tube.

"The entire operation takes a few minutes, as compared to the 30 minutes it used to take under the old system," Mr. Cornell reports. "Thanks to this speedup, most of our orders are now shipped on the same day they're received. You can't do much better than that—a fact of which our customers are fully aware."

Aside from registering significant savings in time and labor, fibre tubes are also enabling Kirsch to reduce its carrier costs. The average shipment encased in the new packaging weighs between seven and eight pounds less than it would if wood had been used. Lowered weights have led to thousands of dollars saved on shipping charges.

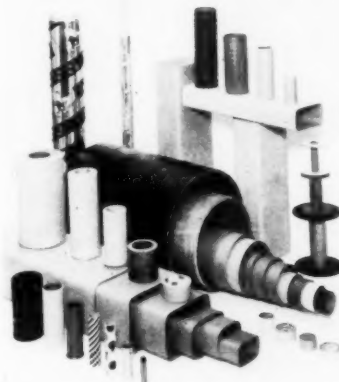
Still another key area in which Kirsch has effected key savings is in the cost of its packaging materials. Fibre tubing has proven itself to be extremely economical. Explains the Eastern Sales Manager: "When we used wood as a protective agent, left-over scraps were usually discarded. Not so with tubing. We use every piece of it, thus cutting waste tremendously."

An added advantage of fibre shipping tubes, as Mr. Cornell sees it, is that they allow for distinctive product identification and advertising. The company's name is imprinted clearly on the outside of every outgoing Kirsch package.

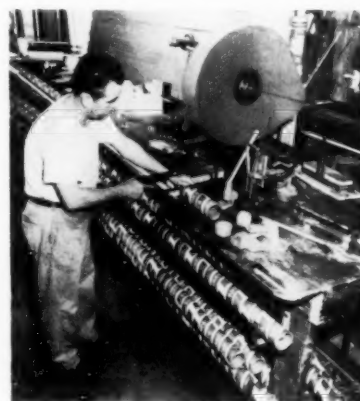
"In all of our packing," the Kirsch executive reports, "we've never had anything quite so eye-catching and attractive. Our new packaging has not only cut shipping damage, slashed labor costs, and achieved economies in carrier charges. It has actually increased sales to boot."



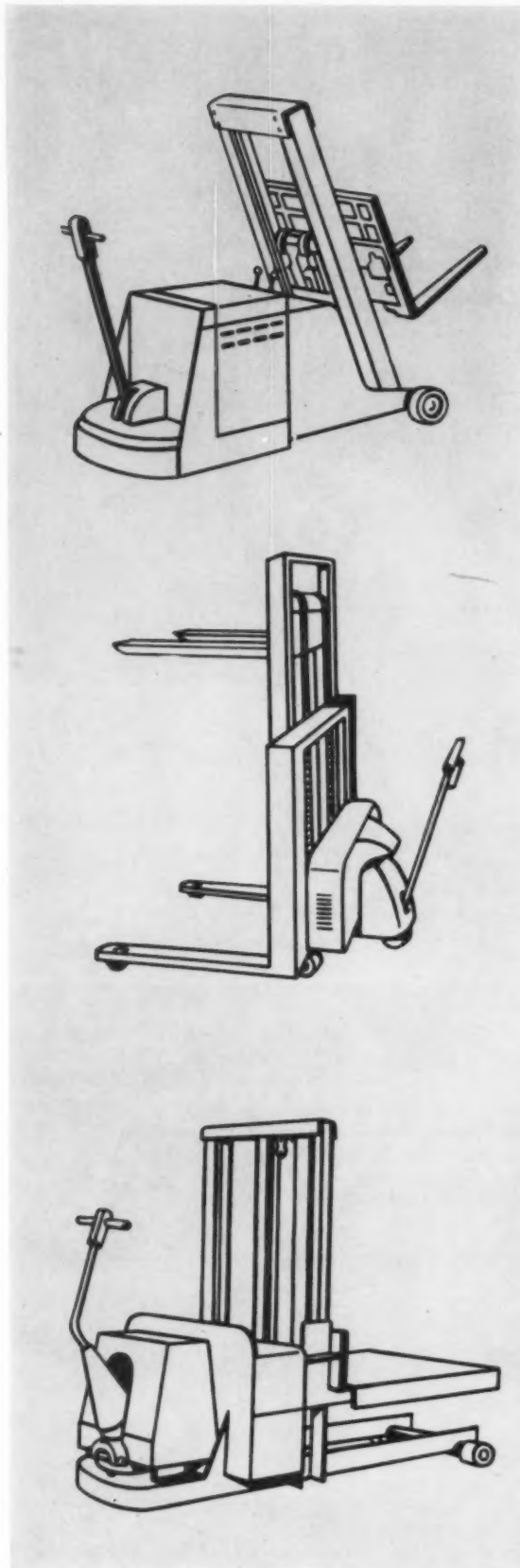
Fibre tube packaging: outside view.



Tubes come in wide variety of shapes.



Tubing is cut to size to fit order.

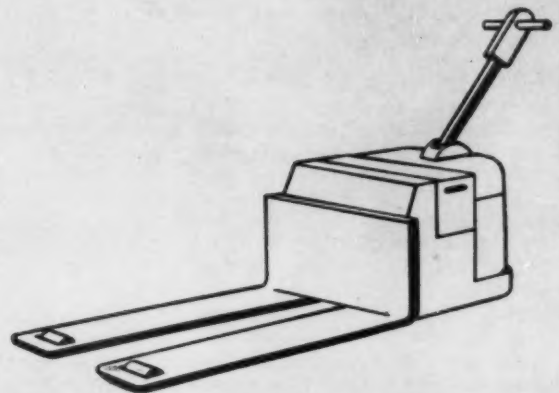


What you should

● Small, light, and power-packed, the motorized hand truck is the "workhorse" of materials handling. Because of its versatility and efficiency in congested areas, it has become a key component in the handling program of virtually every plant in the nation.

Few tools at his command, therefore, are of greater value to the heads-up physical distribution executive, intent on maintaining the most effective and least expensive handling operation possible at his company. And few are worthier of his painstaking analysis and complete understanding.

Take, for example, the vital function one type of motorized hand truck is performing at the McCulloch Motors Company in Los Angeles—a leading producer of power chain saws and other equipment for the logging industry.



The second in a series of articles dealing with the traffic executive and his material handling problems

d know about motorized hand trucks

Lack of storage space used to be a king-sized headache at the concern. The movement and storing of inbound materials took far too much time and the locating and shifting of outbound merchandise for shipment likewise left much to be desired in the way of speed and operational economy.

"Walkie" stacking machinery, however, has since gone far toward solving McCulloch's problem. As a result of the extensive utilization of these stacking devices and their capacity for working in cramped quarters, the company has been able to cut down the width of its storage area aisles from 12 to 9 feet—an important 25 percent saving in costly storage space.

Fuller use of "air rights" has also contributed significantly to an expansion of available storage area

at the factory. And new handling procedures have vastly improved the flow of raw materials and merchandise.

At the Auburndale, Massachusetts, warehouse of Jordan Marsh and Company, New England's largest department store, motorized hand trucks are doing just as well. Sprawling over a 500,000 square foot area, the warehouse is used for the storage of furniture, rugs, appliances, and a whole host of other bulky items.

Ordinarily, under such a setup, order-picking and storage should provide quite a problem. But thanks to the firm's motorized hand equipment, they are two of the smoothest of all the warehouse's operations.

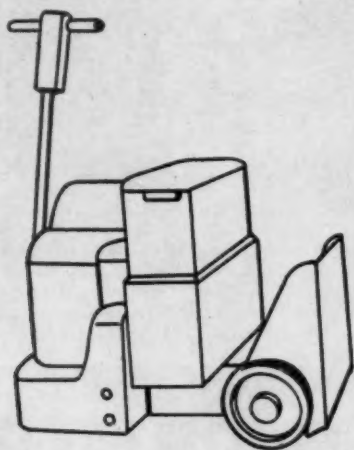
Here's how Jordan Marsh does it: "Walkie lift and stacking devices are the key. These units have two sets of controls—one in the handle, and one in the mast.

Assigned to storage tasks, after selecting his deposit site, the operator presses his mat switch and rides up on the truck platform to the proper storage rack. There he unloads his goods manually.

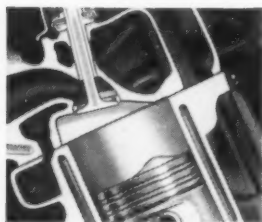
Order-picking works in reverse. Although the Jordan Marsh method requires considerable physical handling, company officials report that it is faster for them than a procedure dependent on pallets.

At still other facilities around the country, similar

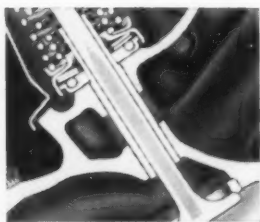
(Continued on page 50)



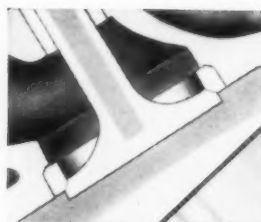
Upper left: Counter balance type fork truck.
Center left: Outrigger type fork. Bottom left:
High lift platform truck. Bottom center: Pallet truck. Bottom right: Tractor-type truck.



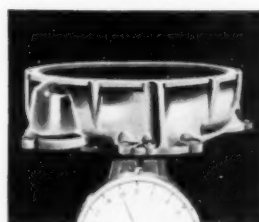
High-Pressure Controlled-Flo Cooling brings coolant direct to cylinder head. Full circulation, evenly distributed for low valve temperature and maximum life. Bypass for faster warm-up and more uniform engine temperature.



"Wet" Replaceable Exhaust Valve Guides allow direct water contact to take heat away faster. Positive valve rotators at base of valve springs keep valve faces and seats free of combustion deposits, add longer life.



Exhaust Valve Faces and Seats Are of Stellite, a material well known for its ability to resist the destructive effects of exhaust heat and gases. Valve seat inserts are undercut for faster, easier removal.



Aluminum Flywheel Housing weighs just 19 lbs. This standard lightweight INTERNATIONAL feature saves 40-50 lbs. of engine weight. Reinforced rib construction provides twice the strength of cast housing.

INTERNATIONAL TRUCKS

CHECK NO. 12 ON HELP-O-GRAM CARD

INTERNATIONAL HEAVY-DUTY V-8's

...pay off where it counts!

More hauling power at less cost!

INTERNATIONAL heavy-duty truck-type V-8 engines are engineered to take on the most rugged hauling job. They combine short stroke with low engine rpm—offer more usable horsepower and torque because there's less friction and drag. What's more, hefty all-truck pistons maintain full power without life shortening stress or strain. Operation-matched power trains convert engine efficiency into power at the wheels where it counts. You get more "go" with less shifting . . . and more economy with less operating and maintenance cost in any traffic or on any terrain.

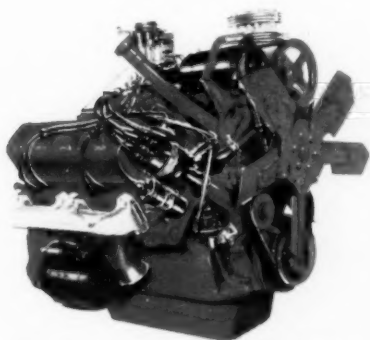
More built-to-your-need models!

You name it . . . you've got it with INTERNATIONAL V-8 Trucks! There are conventional or COE tilt-cab four- and six-wheel models for every hauling assignment. BBC dimensions measure as short as 48 inches, mean universal application for longer trailers and high-cube loads in 48 states. Exclusive weight-saving construction makes less metal do more work. Superior strength frames combine extra durability with flexibility for longer life. Models range up to 45,000 lbs. GVW and 65,000 lbs. GCW . . . and they cost *least* to own*!

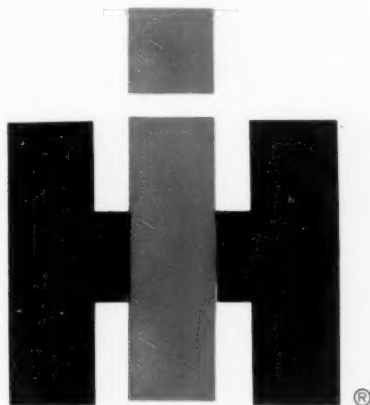
*Signed statements in our files, from fleet operators throughout the U.S., back up this statement.



High Carbon Steel Crankshaft. Main and connecting rod bearing journals are Tocco-hardened to combine an extremely hard bearing surface with a high torsional strength medium-hard core for long life.



Road-proven INTERNATIONAL V-8's "go" on the job, stay on the job with hefty 401, 461 and 549 cubic inch displacements.



INTERNATIONAL HARVESTER COMPANY, CHICAGO
Motor Trucks • Crawler Tractors
Construction Equipment • McCormick®
Farm Equipment and Farmall® Tractors

cost least to own!



Effective truck lubrication is always a problem. Moly grease, however, offers one solution. Bushing on left lubed with moly. After 160,000 miles, it's still in good condition. Bushing right, treated with ordinary grease, wore out after 35,000 miles.

New lubricant cuts truck breakdowns

● Faster, more dependable motor freight service, with far fewer time-consuming on-the-road equipment failures, is in the offing for the nation's shippers. The reason? Molybdenum disulfide grease, a highly potent lubricant specially evolved to keep America's trucks rolling.

Developed recently by five major oil companies—Socony Mobil, Cities

Service, Standard Oil of Kentucky, Gulf, and the Texas Company—the advanced lubricant has already begun to compile an impressive record. Carriers using it report that it is so effective a maintenance tool that they have been able to cut their operational expenses significantly and step up their over-the-road efficiency—benefits being passed on to the

shipper in the form of speedier, more certain motor freight deliveries.

properties and potential

Basically, molybdenum disulfide is a chemical powder with unusual lubricating properties. When added to a conventional grease, it provides the answer to a variety of critical lubricating problems.

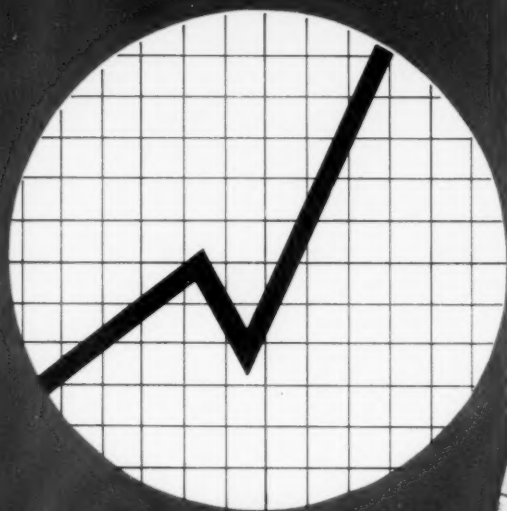
The chemical was first used in the trucking industry by an alert southern carrier, which instantly recognized its potential. Proceeding to compound its own lubricant—a combination of moly powder and conventional grease—the trucking line quickly discovered that the resulting



Applying molybdenum disulfide to a fifth truck wheel. →

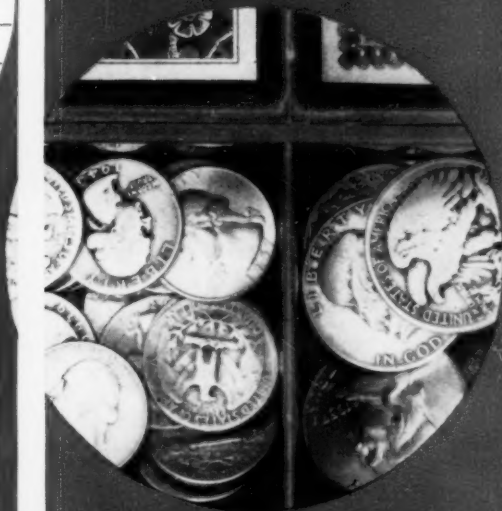
← Conducting a moly smear experiment.



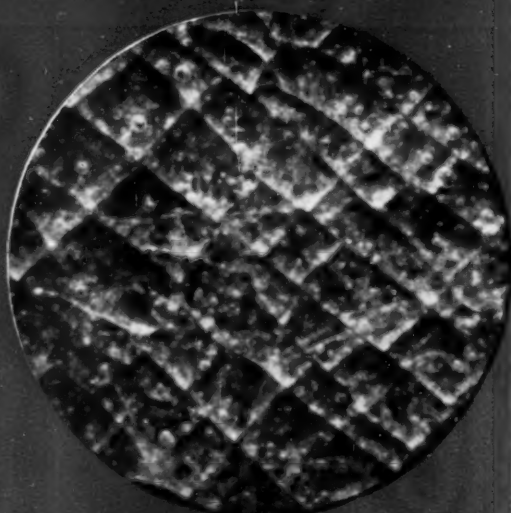


Taping Costs DOWN!

Taping Production UP!



with new *FLASH-TITE* gummed tape



Photomicrograph of new FLASH-TITE enlarged 40 times.

SEND FOR FREE SAMPLE ROLL and prove how the new Flash-Tite keeps taping production UP, taping costs DOWN. Flash-Tite, Crown Zellerbach, 343 Sansome, San Francisco 19, California. Dept.

the tape that gives you the 2-WAY BONUS:

- Micro Pliability
- Flash Grab Glue Formula

You, too, can reduce costs in your shipping department, because new Flash-Tite makes taping easier, faster, more effective.

New Flash-Tite is diagonally broken to give you these plus benefits:

Greater Pliability—surface tension is so relaxed that new Flash-Tite lies flat, molds easily and quickly around corners. Tail end curl problems are eliminated... Flash-Tite is usable to the last inch.

Greater Wetability—the thousands of minute water channels, broken in the glue film (see photo at left) activate the glue more rapidly and completely. Better taping results.

New Flash-Tite Flash Grab Glue Formula means:

Faster Initial Tack—so that the rapid tapper can capitalize on his speed. Yet this new formula has retained Flash-Tite's traditional quality of staying sticky for a long period.


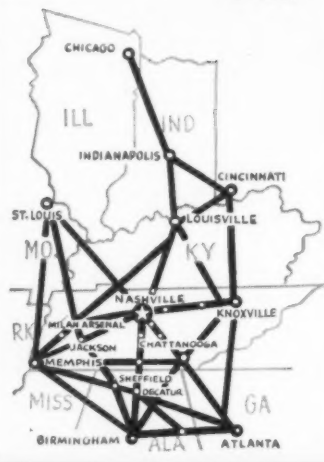
Yes, today, more than ever—to keep taping production up and taping costs down—it's Flash-Tite gummed tape!

ENTER NO. 13 ON READER-CARD



CROWN ZELLERBACH

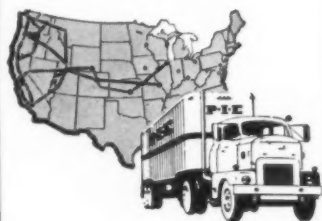
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30

lubricant sharply reduced vehicle parts wear and that the lubrication period on the fifth wheels of trailers could safely be extended from days to weeks.

Leading both to operational savings and a reduction in mechanical failures, molybdenum disulfide was on its way. Interest in it has mounted during the past six months, especially following a series of intensive experiments conducted by the producing oil companies.

Socony Mobil, for example, used moly grease on both its own fleet and the motor fleets of several key customers, known to be extremely maintenance-minded.

comparison tests

During these tests, moly and non-moly grease were analyzed on a comparative basis. On some trucks, all parts on the right side were lubricated with a high quality lithium grease, while those on the left were treated with the new product. On others, just the opposite was done—moly on the right and regular grease on the left side.

In addition, some vehicles were greased entirely with just one type. Factors which might reflect on the extent of wear (aside from the lubricants themselves) were taken into consideration. The wear of right kingpins, for instance, was not compared with that of left kingpins, simply because the right side of vehicles invariably take more abuse.

The result of these tests? A triumph for moly grease. The chemical

reduced kingpins and bushings wear considerably.

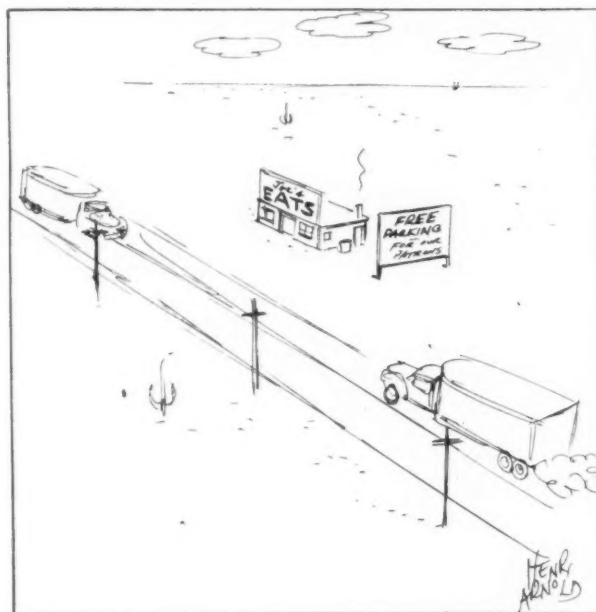
Most dramatic of all, however, were the amazing results on the fifth wheels of trailer trucks. One of the most difficult parts of a vehicle to lubricate, the fifth wheel is highly susceptible to washout and squeeze-out of grease.

With the moly grease, the lubrication period was extended to that of the chassis—the usual requirement for between-period lubrication being eliminated. Equally important, it was found that driving was easier, safer, and smoother. If the fifth wheel becomes dry—a factor halted by moly grease—it tends to grab and there is considerable danger of the truck jack-knifing.

Today, more and more truck operators—commercial and plant—are turning to molybdenum disulfide as the solution to their lubrication needs. What's more, it's considered likely that, within the near future, the grease will come to be regarded as a key maintenance tool by the majority of America's motor freight carriers.

impact on shipping

The impact of this developing trend will be felt by the industrial shipper. Better lubricating methods will mean a decline in highway mechanical failures. And a drop in on-the-road breakdowns, in turn, will ensure prompter truck deliveries and more efficient service than ever before.



Shipping Management — National Hi-Way Shipper



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For best results don't just "order kraft"!

Specify new HUDSON MAN O' WAR.

Though you may feel that all kraft looks alike—and, therefore, performs alike—there are many differences, potent reasons why Man O' War is a better buy: greater resistance to tearing and bursting . . . easier handling and folding . . . a smoother, brighter, more attractive finish.

And Hudson's integrated operation, from tree planting to the manufacture of finished products, assures dependable delivery, quality and performance order after order.

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Executive Offices: Kalamazoo, Mich.

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32

where to get help

materials handling films

Got a handling headache? A new series of motion pictures, depicting successful handling systems in a wide variety of industries, may be just what you need.

Available through the Industrial Truck Division, Clark Equipment Co., Battle Creek, Michigan, the films are described in a brochure offered free of charge by the company.

for your address book

Need assistance, advice, information on packaging? Here are some key packaging organizations to remember:

American Management Association, 330 West 42nd Street, New York City

American Society for Testing Materials, 1916 Race Street, Philadelphia

American Standards Association, 70 East 45th Street, New York City

Associated Cooperage Industries of America, 408 Olive Street, St. Louis

Folding Paper Box Association, 134 North LaSalle Street, Chicago

Institute of Paper Chemistry, Appleton, Wisconsin

Fibre Box Association, 224 South Michigan Avenue, Chicago

National Paperboard Association, 80 East Jackson Blvd., Chicago

National Wooden Box Association, Barr Building, Washington, D. C.

fact laden handbook

Effective materials handling, maintenance, and plant layout—industrial areas of prime importance to the physical distribution executive—are thoroughly analyzed in a new reference volume.

Called "Plant Engineering Practice," this mammoth work (704 pages) is designed to offer tested solutions to the many daily problems faced by plant executives and their staffs. More than 100 of the nation's top experts in their field prepared the material and the reports they present are solid, useful.

ATTENTION... MOTOR TRANSPORT EXECUTIVES!



MAJOR A. RIDDLE, for many years a prominent truck lines owner and executive, now owner and general manager of . . .

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INVITES YOU TO write, wire or phone for reservations. He will always give your calls or messages *TOP PRIORITY*. "Every Motor Transport Executive will get *PERSONAL ATTENTION* and *RED CARPET TREATMENT*" all the way!" says the "Major"



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Shipping Management - National Hi-Way Shipper

LOOK WHAT HAPPENS WHEN THE

King of the Highway...

TAKES OVER!

It's the year's biggest news!

And the most profitable for fleet operators who call on the King of the Highway for their transport power.

For example, L. G. DeWitt, president of Textile Motor Freight, Ellerbe, N. C. has a fleet of 25 White 4000TD's rolling up the miles from Florida to upstate New York.

His first operating report since the acquisition of this White fleet is big news:

● **Fuel Costs Down!** The fuel mileage averages 6.7 m. p. g. over the entire TMF operation, hauling big payloads of produce and textiles north and processed foodstuffs and on return trips.

● **Better Fleet Utilization!** And these new Whites really are rolling! Averaging more than 10,000 miles per month in continuous service.

● **Driver Acceptance Wonderful!** No doubt about the reaction of drivers. Whites have the power and the performance for varied terrain, hills and traffic... engineered right for the operation. Schedules are improving monthly.

And best news of all, Mr. DeWitt says the economy and the earning power of these new Whites are especially important right now when it's tougher than ever to maintain profit margins.



There's a White "King of the Highway" to Earn More for You!

White has the most advanced—most complete line of diesel tractors in America. They are engineered right to your own operation for maximum earning power. The right power for the job, too, the famous NH-180 with its 4-valves in head and excellent breathing that will equal or beat any other diesel on the road for fuel mileage or operating cost. And more miles before and between overhauls, with the wet-type replaceable cylinder liners.

SEE YOUR WHITE REPRESENTATIVE... NOW!



your most profitable choice!

THE WHITE MOTOR COMPANY • Cleveland 1, Ohio



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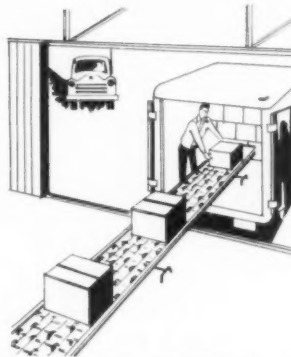
July, 1958

NEWS *you can use*

conveyor sections cut costs, improve shipping efficiency

Streamlined, smooth-flowing conveyor sections may be the answer to your order assembly and shipping problems.

In operation at Theodor of California, one of the nation's leading manufacturers of ladies' handbags, a newly installed conveyor system has increased order assembly efficiency by 80 percent, cut shipping room overtime from 50 to less than five percent, and speeded up outbound deliveries significantly.



Theodor originally began its operations in a single, multi-story building. As demand for its products mounted, however, the firm expanded into three adjoining structures.

This move furnished the company with additional "elbow room." But it also created a whole host of problems—the worst of which involved order assembly jam-ups and slowed deliveries.

Under the firm's old setup, finished goods were stacked without rhyme or reason. Halls, offices, and even the manufacturing area were piled high with boxes. In the assembling of an outbound shipment, as many as five order pickers at a time were required to roam through Theodor's rambling facilities, gathering the necessary items.

Deliveries, consequently, lagged badly behind schedule; order assembly costs mounted steadily; and customers became increasingly irritated with the delays involved in the delivery of their merchandise.

Confronted with this situation, Theodor decided to revamp its order assembly and shipping procedures. As the first step, "flow racks" were installed and each rack bay allocated to a specific handbag style and color.

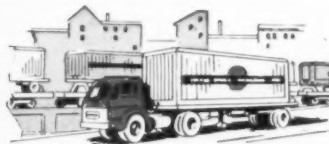
The installation of an efficient, low-cost conveyor system was next. Selected orders now travel along this line from Theodor's storage section to the packing area. There they are boxed, weighed on a scale specially built into the conveyor network, and moved on to the shipping room, where they are temporarily stored on gravity wheel conveyor lines.

At pickup time, motor freight carriers back up to the firm's truck docks. The "stalled" orders are then released to move over portable aluminum gravity lines right into the waiting trucks.

VERSATILITY

Plus
... BARTLETT'S
PROVEN QUALITY

MORE JOBS HANDLED BETTER BY BARTLETT



All Railroad Piggy Back Loading
Time Reduced



House Moving—5th Wheel lifts house up
and helps to roll on new foundation



Fishy Back operations could not manipulate
economically without this help.



Dumping Oranges from Groves into
Washing Pits—materially cuts costs



Lift Boom Mounted on 5th Wheel can
Boom or Lift any ordinary Tractor and tow in

SIMPLICITY IN MOUNTING

Can Be Done in
Any Good Truck Shop

Unit complete with P.T.O., Pump,
Shaft-Valves. With special Heavy
Duty 5th Wheel.

Load is not carried on cylinders
but rolls in track
cuts line pressure and
ring replacements
OUTLIVES ANY OTHER
2 TO 1

BARTLETT HYDRAULIC 5TH WHEEL



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Ready to Mount

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Mil-Ind symposium to offer latest in shipping know-how

Bigger, better, and more informative than ever! That's the way the Fourth Annual Joint Military-Industry Packaging and Handling Symposium is shaping up.

Geared to provide the traffic and transportation executive with the latest in shipping "know-how," this year's meeting has been set for September

CHECK NO. 20 ON HELP-O-GRAM CARD

Registration forms and detailed brochures covering the conclave are now available from the Office of Naval Material, Washington 25, D. C.

Looking for new ideas to cut packaging costs? Purdue University is now planning its annual Industrial Packaging Short Course for March, 1959. It offers two weeks of concentrated study covering shipping, purchasing, selling and testing to those seeking a broader view of the packaging area.

Meanwhile, here are eight money-saving tips which should go a long way toward helping the cost-conscious company to offset higher postage charges by improving its mailing procedures.

2. Don't use air mail on Fridays or the day before a holiday. Regular mail is just as fast.

- The first step is a one-year preliminary survey and appraisal of the ultimate objectives and potentials of continuing research programs in packaging. Companies interested in the development of scientific packaging are expected to participate.

Log sheets are reviewed periodically to determine battery performance, general charging efficiency, and estimated future battery requirements. A standing inventory of two batteries per motorized unit means that one is always ready for replacement without delay.

35

Your cargo will make the plane

It can catch one of BOAC's new late evening flights.

Last minute air cargo delay? Don't worry. There's still time for your freight to make one of BOAC's new late evening flights—direct from New York to Glasgow, Manchester or London.

Here is the latest daily departure schedule:-

1:00 p.m.	5:00 p.m.
8:30 p.m.	11:30 p.m.

Other direct-to-Britain flights from Chicago, Detroit, Boston, San Francisco, Montreal. Frequent connections to Europe, Middle East, Africa.

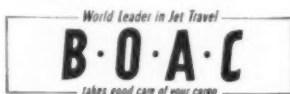
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NOTE: No reservations necessary for cargo dispatch anywhere in Europe. Your cargo moves on the first available flight.

Cargo for Australia? At 11:30 p.m. every Tuesday and Friday a QANTAS flight leaves New York for Sydney and Melbourne direct.

For further information, call your Cargo Agent or nearest BOAC office.



traffic department system expedites routing, shipping

Routing procedures and the determination of shipping methods to be employed in the consignment of merchandise to old customers can be so improved that they become virtually "routine" to traffic personnel.

Pitney-Bowes of Baltimore, Maryland, provides a perfect case in point. Prior to instituting a highly effective system not long ago, each time a new order was received the company's traffic department was required to outline the method of transport and the route to be followed in the delivery of the consignment.

Not anymore, though. Traffic personnel now use an extremely efficient, time-saving short-cut.

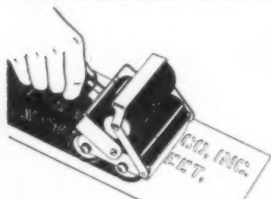
All they do these days is to check their customer files to determine the approved manner in which similar orders were transported in the past. This information may be found on the corner of a card or ledger sheet covering each customer. A typical entry reads: "Over 60 pounds, by Y Motor Freight Line or X Transfer, depending on type and weight. Under 60 pounds, parcel post, Zone 4, maximum weight per package 20 pounds."

As an order is received and processed, the best shipping method is noted, and filed for use when the purchased merchandise is ready for delivery.

The result: Less work for traffic personnel and the complete assurance that the best shipping method and route—tested and found effective in the past—is being employed in the movement of products leaving the Baltimore facility.

materials flow, plant layout to be topics at U.K. session

The University of Kansas is offering a week-long work session aimed at helping managers plan their consolidations of expansions, layout of new buildings, or rearrangement of existing plants. Topics will cover establishing facilities requirements, selecting site, analysis of material flow, planning and evaluating various layouts.



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NEW

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ROLL-A-STENCIL
TRADE MARK

PATENT PENDING

NOW YOU CAN HAVE THE PERFECT COMBINATION OF LARGE EASY TO READ STENCIL MARKING AND LIGHTNING-FAST APPLICATION DIRECTLY TO SHIPPING CONTAINER!

DESIGNED for faster stenciling on corrugated cartons, smooth wood boxes and all other smooth porous surfaces.

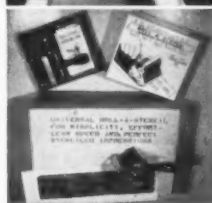


- **TWIN ROLLERS**
smoothly roll on perfect impressions in one rapid stroke **3 TIMES FASTER** than brushing or spraying

- **ADVANCED DESIGN**
with self contained ink roller holds enough ink to stencil 500 to 1000 impressions on one inking

- **LIGHT-WEIGHT**
Convenient to carry around.

- **"ROLL-A-STENCIL" INK** now available in colors.



Shipping departments welcome this completely new and faster method. Order your set today on a money back guarantee. Set shown includes pint can of black ink and pouring spout. **\$10.50 plus postage**

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Ideal
MARK



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- Use for stenciling rough or uneven surfaces - crate wood, burlap, cloth, concrete, etc. and all general purpose stenciling.
- Sturdy, all brass machined parts.

THE ★ STAR MARKER ★
TRADE MARK



An indispensable felt tip fountain marker for all purpose marking on any surface.

- Use for:
- ★ Marking Shipments
 - ★ Marking stock
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Write today for complete catalog and literature on these time tested products.

UNIVERSAL FOUNTAIN BRUSH CO., St. Petersburg, Florida

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INTIMATE

notes

...OF EMINENT PEOPLE

BY CURTIS C. STEWART

A sincere expression of thanks for those many letters from our advertisers and readership concerning the merger of these publications . . . and now come August 1, that 3% Transportation tax is a dead one. It will help us all — the shippers and the carriers . . . **Frazer (Thomas A.)** elevated to assistant director of traffic, E. I. DuPont, hdq. Wilmington, succeeding **Brown (John W.)** who elected to take retirement June 1 . . . **Amos (John A.)** appointed traffic manager Tropical Petroleum Company, hdq. Chicago . . . **Lester (William J.)** joins sales staff Denver-Chicago, hdq. Kansas City . . . **Alemang (Jack)** Super Service terminal manager St. Louis, promoted district manager Super Service, hdq. Chicago . . . **Lane (R. L. "Dick")** appointed terminal manager Transcon lines, hdq. Chicago . . . **Addams (William "Bill")** district director, Bureau of Motor Carriers "EYEESEESEE", hdq. Atlanta, is quick to tell you that he spells his name with two "d's" . . . **Devlin (Frank)** assumes duties executive vice president McNamara Motor Express, hdq. Chicago . . . **Armstrong (Lynn)** joins sales staff Johnson Freight Lines, Inc., hdq. Chattanooga . . . **Wright (Ernest W.)** elevated to position general manager Great Southern, hdq. Jacksonville . . . and now we understand they are thinking of changing the name of the West Virginia Turnpike to **HENNIS Boulevard** . . . **Johnson (Col. R. W.)**, U.S.A., retired heads general sales office Highway Trailer Company, hdq. Washington, D. C. . . . **Dobbins (Jesse D.)** joins sales staff Johnson Motor Lines, hdq. Greenville . . . **Spencer (Gordon)** appointed general traffic manager Harper Motor, hdq. Elberton Georgia

. . . **Perry (Lee)** joins sales staff Eastern Express, hdq. Chicago . . . **Amore (Frank)** appointed district sales manager, General Expressways, hdq. Syracuse . . . and now a note of interest to the shippers "That's Johnson ahead." They just picked up a top award for claim prevention with a ratio of 99.7% of all their shipments without mishap . . . **Maentz (Don)**, Associated Truck Lines, Inc., is a firm believer in long-range values . . . **Sutherland (Frank G.)**, sales director Great Southern since 1955, has been elevated to vice president, sales for the Ryder System . . . **Sala (George V.)** joins sales staff Middle Atlantic Transportation Company, hdq. Cleveland. Sala was previously assigned to their Newark office . . . **Swain (W. L. "Bill")** appointed superintendent of terminals, Wilson Truck Company, hdq. Nashville . . . The Supreme Court has ruled that "Hot Cargo" clauses are legal but unenforceable. Well, there are a lot of things that are legal that are unenforceable and also hardly cricket . . . **Dalby (Arno)**, T.I.M.E. prexy, hdq. Lubbock, looks in on his eastern operations . . . **Gostkin (Wm. H.)** appointed manager, Industrial Relations, Trailmobile, hdq. Cincinnati . . . **Grove (Harold J.)** joins sales staff LA-Seattle Motor Express, hdq. Seattle . . . a note of interest to the shippers of Buffalo: Transport Clearings of your city will be operating in thirty days . . . **Sproul (Braun)** assumes duties district sales manager Merchant Motor Freight, hdq. Detroit . . . **Dunn (John M.)** appointed general traffic manager New Dixie Line, hdq. Richmond . . . **Millen (C. A.)** assumes duties district sales manager Ringsby Truck Lines, hdq.

San Francisco . . . **McGorum (William B.)** named vice president Arkansas-Best Freight System, hdq. Port Smith . . . **Reno (Glen H.)** assumes duties general traffic manager American Excelsior Corporation, hdq. Chicago . . . **Lawhon (J. L.)** appointed board chairman Refrigerated Transport, hdq. Atlanta . . . **Williams (A. E.)**, recognized authority trailer manufacturing industry, joins Brown Trailer Division-Clark Equipment Company . . . **Carroll (John E.)** picks up prexyship Sean-Carroll Associates, Inc., hdq. New York . . . **Ramsey (Leonard J.)** joins sales staff Bruce Motor Lines, Des Moines . . . **Eken (Thomas A.)** appointed terminal manager Atlantic Freight Lines, hdq. Baltimore . . . **Alley (Gene)** named district sales manager Knaus Truck Lines, hdq. Kansas City . . . **Smith (James)**, Thurston Motor Lines, picks up prexyship Charlotte Freight Carrier's Association . . . a note to the shipping room exec. "If National can't package it — nobody can!" . . . and for the world's No. 1 industrial marker, take a quick look at that King size **Flo-Master** . . . and speaking of claims, Interstate Motor Freight System has a 99.5 record of claim-free shipments . . . **Patterson (Dan)** elevated to position of traffic manager General Expressways, hdq. Chicago . . . The peripatetic of the month, and now there are two of them, **Mitchell (William G.)**, Eastern Express sales exec., and **St. Jeor (C. E. "Pinky")**, Interstate Motor Lines sales manager . . . **Childers (Ray)**, district sales manager Ringsby Truck Lines, hdq. Chicago, takes a look-see at those eastern shippers . . . and now for a visit among the nation's common carrier shippers, Denver and west.



The Interstate Commerce Commission has approved motor freight rate increases of 7 percent on traffic moving transcontinentally and "from, to, and between points in Intermountain and Pacific Coast areas." A request by Central State truckers for emergency rate hikes of 5 to 7 percent, on the other hand, has been temporarily shelved by the ICC pending a general investigation of rate levels in the region.

In a move aimed at expediting its service, T.I.M.E., Incorporated, has moved into new terminal facilities in Cincinnati. The structure covers five acres, has a dock capable of accommodating 32 trucks simultaneously, and is equipped for dragline operations.

Coast-to-coast through trailer service, inaugurated recently by Eastern Motor Express and Interstate Motor Lines, is moving into high gear. Current schedules provide for seven-day delivery in either direction.

Eastern operational main points include: Bethlehem, Harrisburg, Pittsburgh, and Philadelphia, Pennsylvania; Baltimore, Maryland; Trenton and Jersey City, New Jersey; Bridgeport, Connecticut; and New York City.

Interstate primary points are Los Angeles, San Francisco, and Sacramento, California; Portland, Oregon; Las Vegas, Nevada; Salt Lake City, Utah; Denver, Colorado; and Omaha, Nebraska.

Constructors Transport, operating terminals in Oakland, Sacramento, and Montebello—all in the California Bay area—has launched a new scheduled operation providing through-trailer service from San Francisco to Oklahoma, New Mexico, Texas, and other sections of the "industrial south."

A determined move is underway to establish a Shipper-Motor Carrier Conference covering a number of states in the Middle Atlantic area. Plans for such an organization were discussed last week at a meeting held in the offices of Johnson & Johnson, New Brunswick, New Jersey.

Two divisions of Consolidated Freightways—CF Van Lines and Hunt Transfer & Stor-

age—have inked an agreement establishing a joint nation-wide moving service.

Effective immediately, the pact calls for joint interline operations and representation, providing for the movement of household goods, electronic equipment, and related articles to or from all points in the U.S., Alaska, Hawaii, and the Orient.

Highway-water carrier cooperation is growing by leaps and bounds. Recent statements issued by the Port of New York Authority and other major coastal cities reveal that trucks are rolling up to the pier in ever-increasing numbers, delivering goods to outbound ships and picking up hauls for shipment to distribution centers around the country.

Here is an up-to-the-minute roundup of the situation at a selected half dozen of America's leading seaports:

Robert Stuart Smith, speaking for the Port of New Orleans—"Trucking-sea links are expanding rapidly down here. The reason: Water transportation depends on inland carriers for origin and destination of much of its trade . . . Through the highways system of motor transportation, the port is tied closer to the trade area."

Port of Boston—"Better than 60 percent of all cargo moving to and from this port is hauled by truck."

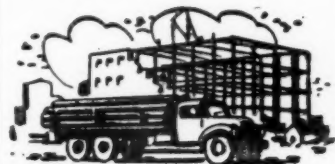
Portland, Oregon—"More than 66 percent of the sea-traveling freight reaching us is being carried by commercial motor vehicles."

San Francisco—"At least 70 percent of the port of San Francisco's cargo is hauled to and from the pier by trucks. This city is building improved facilities for better motor transport to the piers. Mission Rock Terminal, part of the port facility, recently reported that 1,372 trucks entered the terminal at Pier 50 in a single 43-hour period. . . ."

Port of New York Authority—"About half of the general cargo or merchandise freight comes to or leaves the marine terminals in this port by motor truck."

Norfolk, Virginia—"Trucks have made rapid strides in the handling of export and import cargo. One of Norfolk's motor carriers, for example, reports that over 50 percent is of foreign origin or for foreign destination."

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July, 1958

One of the largest trucking installations in the south, **Gordon's Transports, Inc.'s** New Orleans terminal has opened for business. New facility covers 10-acre tract of land, has loading dock 352 feet long and 82 feet



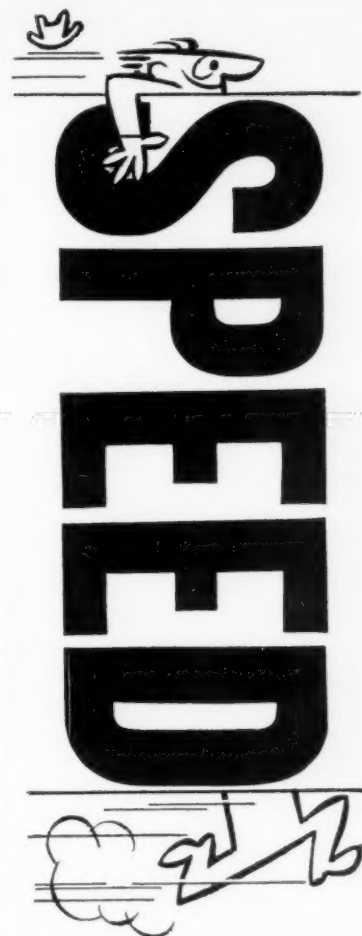
New Orleans terminal

wide, and can accommodate 54 vehicles at one time.

Glenn B. Miller, formerly TM at Crucible Steel Company, Pittsburgh, promoted to position of Director of Traffic . . . **James E. Whitehead** designated Lewis-Shepard sales and service representative for Alabama, Florida, Mississippi . . . **James B. Sanders** named general sales manager, Republic Van and Storage Company.

George T. Smith appointed chief freight representative, Furness Lines . . . New president of Rathborne, Haire and Ridgeway Box Company is **John C. Brill** . . . **Jules Epstein** elected to board of directors of Trans Continental Industries, Inc. . . . New sales representative at Louisville Eck Miller Transfer Co., being operated by Denver-Chicago Trucking Company, is **Gordon Haynes**.

Herman O. Lindberg named Atlanta district sales manager, Northwest Airlines . . . New York Chapter of National Defense Transportation Association held annual meeting last month. **John C. Hilly**, Bush Terminal Co., elected president; **Clifford O'**



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Africa and the
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If you have a particular taping problem, your first move should be to get some RED STREAK sealing tape samples.

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New York, 6 East 45th St. • Chicago, 608 S. Dearborn • Philadelphia, 315 Clwyd Road, Bala-Cynwyd, Pa. St. Louis, 4378 Lindell Blvd. • Ft. Worth, 2416 Cullen St. • San Francisco, 420 Market St.

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Hara, Port of New York Authority, and Wallace P. Neth, Seaboard & Western Airline, Inc., designated vice presidents.

Hats off to: Miss Evelyn Tiepner, TM at L. Sonneborn Sons' Nutley, New Jersey plant, recently elected



Miss Evelyn Tiepner

president of the Women's Traffic Club of New York . . . James J. Nolan, former manager of United States Lines, appointed to the faculty of Georgetown University . . . E. S. French named president of the Volatile Inhibitor Manufacturers Association.

Happy birthday to Fibre Can and Tube Association, now celebrating its 25th year . . . And congratulations to Andrew B. Shea, president of Pan American-Grace Airways, who was awarded the Order of Vasco Nunez De Balboa, Commander's rank, by the Republic of Panama.

KLM Royal Dutch Airlines assignments: Mahlon R. Friot, cargo sales representative, upstate New York; Guilford N. Ross, cargo representative
(Continued on page 46)



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GUMMED TAPE
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MOTOR CARRIER DICTA



BY DAVID AXELROD

operating authorities

A desire for "key-stop" service was held not sufficient to establish need on the ground that such a provision was a personal service incidental to, but not strictly a part of, a transportation service. Accordingly, although the Commission may consider such incidental service in determining whether public convenience and necessity require a proposed operation to which it is an adjunct, the element of "key-stop" service was held not to be controlling where other responsible carriers held out and provided that service.

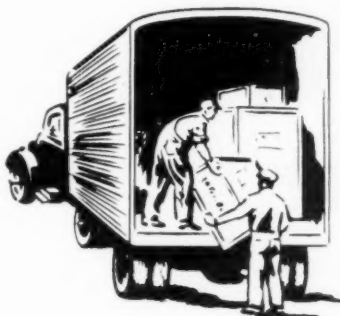
In another instance, the Commission concluded that it would not grant a motor carrier authority where the need for service of the carrier's supporting shipper was merely based on a desire for lower rates.

In another proceeding, the Commission denied the application of a hauling agent who sought authority duplicative of that of its household goods carrier principal, and pointed out that this would be its position except in those cases where the public convenience and necessity is shown by the applicant to require its service in addition to that of its principal and the services of other existing authorized carriers; and in this connection it was pointed out that evidence as to the mere existence of shipments transported by an applicant in equipment which was at the time leased to other carriers and moving under their operating authorities was incompetent to show the adequacy or inadequacy of the services of existing authorized carriers, including its principal.

rates

Whereas in a prior report the Commission said that there was no warrant for requiring the rates of one form of transport to be on the same level as those of another form, ren-

dering a different type of service, in the absence of evidence that the costs of performing the services were substantially the same, nevertheless, on reconsideration, the Commission found that forwarders' class rates between certain points were unjust and unreasonable to the extent that



they were on a level lower than those established by the forwarders throughout the remainder of the territory involved.

In another case, pointing out the need for the prior institution of a law suit dealing with the reasonableness of rates on past shipments, the Commission reaffirmed the proposition that it has jurisdiction to make an administrative determination of the lawfulness of charges on past motor carrier shipments.

At the same time it reiterated the doctrine that it would be a vain act to determine such lawfulness of charges on past shipments unless there has been instituted in a court of competent jurisdiction a law suit timely filed to recover damages predicated upon the unlawfulness alleged in the complaint filed with the Commission.

Where the question of overflow shipments and the exclusive use of a vehicle was involved, after a shipper requested the exclusive use of a trailer, the preponderance of the

merchandise was loaded on one vehicle, while the small overflow portion was placed in a second trailer and was unaccompanied by any other shipper's merchandise. The carrier charged the higher rate on the ground that the "exclusive use" request prevented it from loading other freight in the second vehicle. However, this contention was rejected by the Commission for the reason that once a vehicle is loaded to capacity, the shipper derives no benefit from exclusive use which is designed to accord truckload service to less-than-truckload shipments.

impracticable operation created by labor disputes

"Impracticable Operation" rules which were in effect specified that nothing shall require the carrier to perform pickup or delivery in specified situations arising out of or related to labor disputes, and this language related to strikes, riots, picketing or other labor disturbances. At issue were whether the rules were lawful in purporting to advise shippers that the carriers considered that they were excused from performing pickup or delivery service by reason of such disturbances.

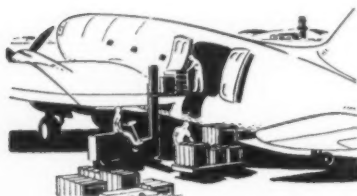
The respondents in the case urged that the rules were reasonable and necessary because the carriers had no judicial remedies to protect them in any course of conduct other than that contemplated by the rules. It was the Commission's conclusion, however, that the rules under investigation were unjust and unreasonable, particularly because it was felt that they were ambiguous, vague and indefinite; and the Commission also noted that the mere existence of a strike or picketing did not necessarily prevent the performance of pickup or delivery service.

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FAST SERVICE on LTL shipments and second morning deliveries, Great Lakes to Gulf. Check 2 for info.

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FASTER, SAFER, MORE DEPENDABLE. Get one-carrier direct trucking service coast to coast. One-carrier responsibility from pickup to delivery. Check 4 for details to help you.

DAILY, CONSISTENT, DEPENDABLE motor freight service. Linking 20,000 business centers. Sound good? Check 5.

LET ONE DELIVERY, PICKUP DO THE JOB. Connecting line service on shipments to all states. Want the facts? Check 6.

AUTOMATIC STAPLING machine cuts costs, packs faster. Free literature on request. Check 7.

READY TO SOLVE the toughest traffic problem is this motor carrier. Check 8 for details.

EIGHT TERMINALS, 250 tractors, 280 semi-trailers—all geared to provide top-notch motor freight hauling. Check 9.



INTERESTED in steel and steel products transport warehousing? Check 10.

PROTECTION for customers and products with this gummed tape. Nobody gets his finger cut on staples and the tape is usable right down to the core. Standard or reinforced. Check 11.

TRAFFIC COURSE at home compiled by 175 prominent traffic executives. For further details check 42.

POWERED TO PACE TODAY'S TRAFFIC are the trucks made by this company. Want proof? Check 12.

TAPING PRODUCTION UP, taping costs down with this new gummed tape. With special new-formula glue, you get greater pliability, greater wet-ability. Check 13.

RELIABLE, SPEEDY delivery service is the specialty of this motor carriers. For details, check 15.

THERE'S A DIFFERENCE in this kraft paper. Greater resistance to tearing and bursting, easier handling and folding, and a smoother, brighter finish. Check 14 for info.

ACCELERATED BUSINESS is promised by this motor carrier. Check 16.

GET DEPENDABLE, door-to-door service in 22 states and District of Columbia. Check 18 for details to speed your marketing.

TRAILER VERSATILITY and proven quality. The answer to your trailer needs? Check 20.



SPEED AIR CARGO AND CLERICAL WORK with this airline. Less forms to fill out, simpler documentation. And there's no cargo problem too tough to handle. Check 21.

REDUCE COSTS in the shipping department by using this service's temporary employees at busy periods. Bonded, insured workers available at hourly rates or on a per unit basis. Check 22 to save money.

SAVE MONEY AND TIME in labeling. Ungummed labels are economical, but glue pots are messy. Increase your efficiency with this handy machine that applies the right amount of glue to each label. Ten-day FREE trial. Check 30.

DIRECT, DEPENDABLE, FAST. Motor freight service thru Tenn., Ky., Mo., Ga., Ala., and Ohio. Details, check 26.



SERVING THE EASTERN SEABOARD. Reliable, speedy, safe motor freight service. Check 27 for additional info.

SIXTY YEARS OF EXPERIENCE in freight forwarding help this company give you the fastest service to both coasts. Cross-country offices. Check 29 for details.

AUTOMATIC TACKERS end snags and costly tie-ups in the shipping room caused by clumsy label tacking methods. Use a one-hand tacker for better, faster, easier fastening. Check 28.

GET YOUR AIR FREIGHT to Europe, the Middle East and Africa faster with this line. Daily flights and automatic bookings. Never "standby" enroute. Check 23.

TERMINALS AND OFFICES in principal cities, long experience help this trucking company give speedy service and safe delivery. Want more information? Check 34.

STORAGE, MOVING, PACKING, SHIPPING are expedited when this carrier is called. Want the facts? Check 35.

TRUCKING INSURANCE at rates competitive with direct writers. For detailed information, check 36.

ADDRESS SHIPMENTS THREE TIMES FASTER with this new method. You roll on the address like rolling a rubber stamp. Self-contained ink roller holds enough ink to stencil all day. Check 32 for info.

CARTONS CAN'T TEAR or open in transit if you use this reinforced gummed sealing tape. Check 25 for info.

SERVING THE DESERT AREA OF CALIFORNIA, this carrier maintains fast, dependable schedules. Check 37.

AUTOMATIC NAILER makes and drives nails up to 2 3/4", as fast as 3 per second. No splitting. Speeds production. Check 33.



DAILY SERVICE between Chicago and Eastern Seaboard cities. This freight forwarder offers prompt pickup and delivery, refrigerator service, protective service. Check 41.

ELECTRICALLY HEATED WATER in this dial-taper machine softens tape glue for stronger, safer, neater packaging. Save time by dialing the length of tape you want. Check 31.

THREE TIMES FASTER, three times stronger than other sealing methods, this gummed tape comes in three types for every need. Check 24.



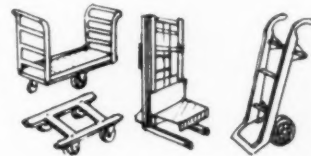
AMERICA'S MOST ADVANCED, complete diesel line. Check 19.

NEW ARROWFLYTE SCHEDULE. Have your LTL shipments speed-treated. Check 43 for more info.

TRUCK TERMINALS, designed, erected, financed. Need help? This general contractor may have the answer. Check 38.

END YOUR SHIPPING WORRIES. Fast deliveries; safe handling; full cooperation. Check 39 for details.

EFFICIENT, FAST motor freight pickup and delivery account for the leadership of this motor freight carrier. For more details, check 40.



200 POINTS in Southern California are served by this trucker. Check 44 and learn more.

ENGINEERS, DESIGNERS, BUILDERS of terminals, industrial plants. Check 45 for details.

COORDINATED SERVICE in 20 Eastern, Southern states. One-carrier responsibility. Check 46.



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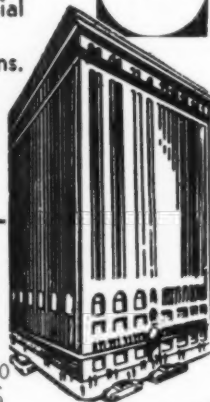
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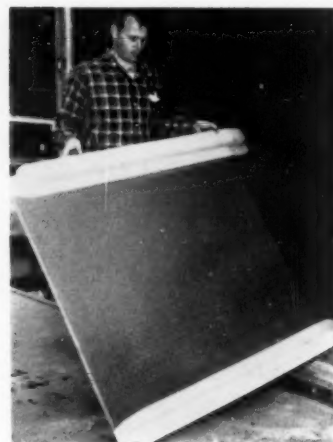
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magnesium dockboards

Featuring one-piece curbs with forged ends, a new line of light-weight, magnesium dockboards has been introduced by Brooks & Perkins, Incorporated.



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The dockboard's specially engineered lower curb silhouette is said to expedite hand pallet operations.
(check 80 on Help-O-Gram card)

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CHECK NO. 45 ON HELP-O-GRAM CARD

July, 1958

portable dehumidifier

Dampness a problem? An advanced, portable dehumidifier has just been unveiled by the Suttle Equipment Corporation.

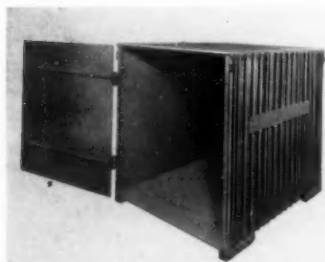


Designed to soak up excess moisture, curb mildew damage, and protect equipment and materials from high humidity, the unit is said to remove two to three gallons of water from the atmosphere every 24 hours.

(check 81 on Help-O-Gram card)

collapsible metal container

A new, general cargo container—designed for use in land, sea, or air shipments—has been announced by the Champion Company. Produced in 18, 12, 1/4 van sizes or tailor-made to the needs of purchasers, the



metal shipping unit is said to be especially effective in the protection of aircraft and electrical components, power plant equipment, and a variety of other delicate industrial items.

(check 82 on Help-O-Gram card)

July, 1958

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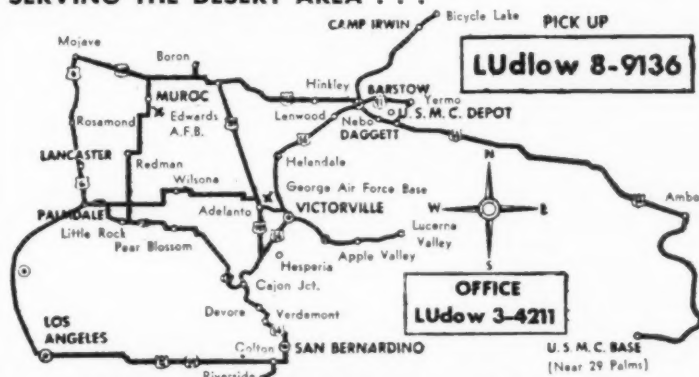
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42-43

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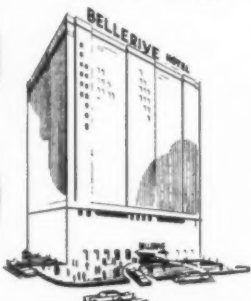
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Traffic News

(Continued from page 40)

tive, Northern New Jersey . . . New York Chamber of Commerce reelected Ralph Straus, a director at R. H. Macy and Co., as chairman of Committee on Foreign Commerce and Affairs.

A. Ewing Greene, Jr., a vice president of the Ryder System, has resigned from his position to purchase



A. Ewing Greene, Jr.

his own trucking company, Johnson Freight Lines of Nashville, Tennessee.

As president and general manager of Johnson Freight Lines, he will be located in Nashville. The purchase of the 30-year-old Tennessee truck line, which operates over regular routes between Atlanta, Chattanooga, Nashville, Louisville, and Cincinnati was completed on June 1st.

Awarded a \$750 check and special citation, Pacific Intermountain Express has received national recognition for its PR program. Presentation was made at California Truck Association executive session.

(Continued on page 52)

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traffic calendar

Memo to traffic managers: A variety of conferences and meetings covering all phases of distribution and transportation, are just around the corner. Here are some that should be of special interest to you.

JULY

July 14-16. Truck Trailers Manufacturers Association. Hot Springs, Virginia.

July 30-31. Northwest Shippers Advisory Board. Duluth, Minnesota.

AUGUST

August 11-13. Western Packaging and Material Handling Exposition. San Francisco, California.

SEPTEMBER

September 9-10. Air Freight Cartage Conference. Chicago, Illinois.

September 10-11. American Society of Traffic and Transportation. New York City, New York.

September 10-11. Allegheny Regional Advisory Board. Youngstown, Ohio.

September 11-12. Pacific Coast Shippers Advisory Board. Long Beach, California.

September 18-19. New England Shippers Advisory Board. Dixville Notch, New Hampshire.

September 22-24. Meeting of the Material Handling Institute. White Sulphur Springs, West Virginia.

September 29-30. Associated Traffic Clubs of America. San Francisco, California.

OCTOBER

October 14-16. Society of Industrial Packaging and Material Handling Engineers. National Industrial Packaging, Handling, and Shipping Exposition. Chicago, Illinois.

October 25-26. Delta New Alpha Transportation Fraternity. Annual meeting. Minneapolis, Minnesota.

July, 1958



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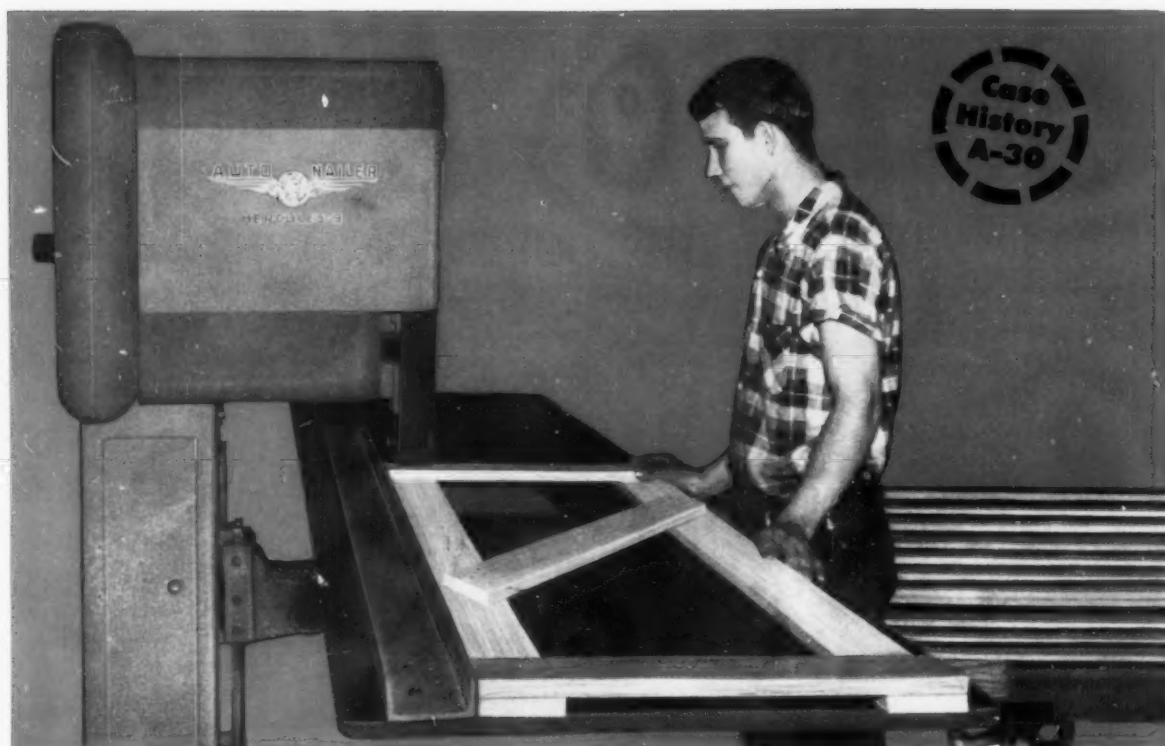
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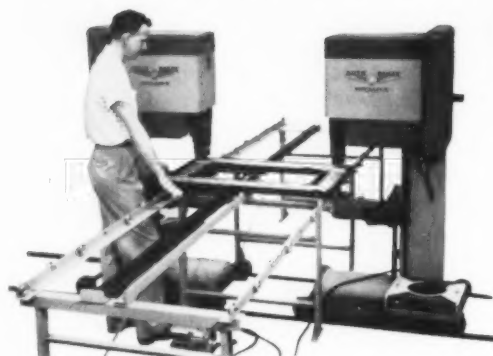
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Thomasville Chair Company has 20 Auto-Nailers at work in their plants saving time and money on skids, furniture components and other items.

AUTO-NAILER bonds wood members together under pressure adjustable up to 1,500 lbs.; drives nails at very high split-preventing speed; permits instant choice of nail length from 1/2" to 2 3/4"; drives heads flush or sets (countersinks) uniformly; offers a choice of nailing techniques.

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Auto-Nailer slashes costs on: Skids, Wood Box Ends, Box Ends, Cleated Box Panels, Wood Furniture Sub-Assemblies and countless other items.

How Reynolds warehouse *speeds* deliveries

"... We now have 100% more storage space ...
reduced transport costs ... faster shipping ..."

●A "model" mammoth facility, incorporating the latest advances in plant traffic design, is speeding consignments of fabricated aluminum at the Reynolds Metals Company, Sheffield, Alabama.

Drawing together a number of previously scattered shipping operations in a unified, low-cost traffic center, the new structure should be of special interest to the physical distribution executive. To begin with, it is one of the world's largest facilities of its type. More important, though, is the fact that the Reynolds component ranks today as a prime example of shipping efficiency.

smooth flow of materials

Here's why. With 150,000 square feet of available working space, the unit is geared for the smoothest possible flow of raw materials and finished goods. Two massive bays—832 and 712 feet long—house the Reynolds plant's entire storage, packing, marking, and transport operation. To facilitate packaging, built into the larger bay is a fully equipped, 23,000 square foot box shop, where wooden cartons may be tailor-made to outgoing consignments, as needed.

The unloading and loading of motor freight, meanwhile, has also been vastly simplified. An up-to-the-minute outside truck dock and five depressed docks, inside the building, make it possible to load or unload six vehicles simultaneously. Linked to these docks are five overhead traveling cranes of the latest design, each with a capacity in excess of 10 tons.

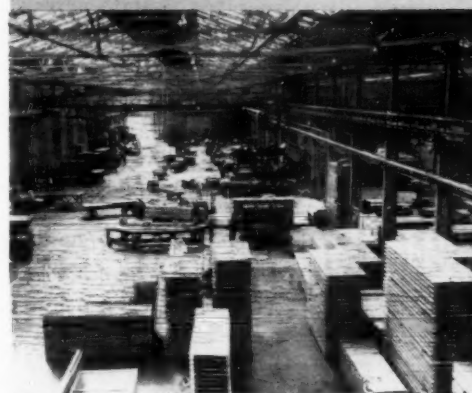
former setup

Under the Sheffield plant's former decentralized shipping setup, storage space was at a premium. Not so anymore, though. Reports Shipping Department Superintendent Miles McKelvey, "Thanks to our new building and the manner in which it has been laid out, we now have 100 percent more storage space than before. As a result, our entire shipping operation has been speeded up considerably. Transport costs have been slashed sharply, too."

Added features contributing to the Sheffield facility's utility: Its one story construction; an 832 foot depressed railroad track, built to handle 14 to 16 freight cars; and optimum lighting, stemming from the extensive use of 800 3x11 foot panels of translucent green plastic.



Overview of Reynolds facility. Note extreme length of storage bay units.

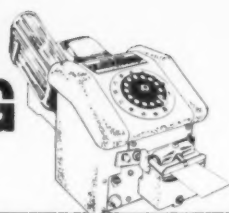


Inside view of shipping building. Depressed dock visible center top.



Box shop of Reynolds warehouse has 23,000 square feet of working room.

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OUR APOLOGIES

In last month's issue Shipping Management-National Hi-Way Shipper referred to Remington Rand's Director of Traffic as V. C. Tupper.

Correct name: V. R. Tupper.

Materials Handling

(Continued from Page 25)

"success stories" are being written by motorized hand equipment. At Charles Pfizer & Company's Eastern Distribution Center, to cite an instance, it is playing a central role in the maintenance of a 24 hour order-to-shipment schedule. S. Kresge's Ft. Wayne, Indiana, warehouse has also found motorized hand trucks to be essential to the task of handling 13,000 items for company stores all over the U. S.

five classifications

Basically, the equipment registering these achievements falls into five classifications: outrigger, pallet, platform, counterbalanced, and tractor-type.

Outrigger motorized hand trucks are specifically designed for use in shipping and warehousing areas where extremely narrow aisles seriously hamper effective materials handling. Endowed with a short, overall length and relatively low overall weight, they are generally battery powered, inexpensive to maintain and easy to operate.

Loads are carried on forks between dual outrigger wheels providing a high degree of stability during stacking tasks. The capacity range of this kind of equipment goes all the way up to 4,000 pounds and its standard lift is about 120 inches.

Counterbalanced motorized hand trucks, on the other hand, are built primarily for the high stacking of merchandise and materials. Goods are carried on their forks, which move up and down on telescoping masts.

Counterbalanced truck capacities run all the way from 1,000 to 3,000 pounds. Standard heights (overall) are from 68 inch devices, geared to truck and car-loading assignments, and 83 inch equipment for general stacking operations. The former has a lift of 100 inches; the latter, 130 inches.

counterbalanced truck

Experts consider the counterbalanced hand truck to be one of the most important components used in handling today. Where hauls are short, and where effective tying is a "must," the device performs admirably. As a matter of fact, in specific instances—as, for example, when operating on an elevator—it even outperforms more expensive, rider type fork trucks.

The third motorized hand truck with which the physical distribution executive should familiarize himself is the *pallet unit*, constructed to manipulate loads on single-faced and double-faced pallets, and stringers.

It is most useful when used in conjunction with stacking equipment and when employed in the positioning of pallets laden with merchandise; in the loading and unloading of elevators; and in order-picking.

Tractor-type motorized hand trucks have a wide variety of push-pull applications. They are used to

move materials—in fairly substantial quantities—over short distances.

The majority of manufacturers rate their tractors in terms of draw-bar pull and give two estimates per model, normal and ultimate rating. A small tractor, for instance, may have a 200 pound normal draw-bar pull. But its ultimate draw-bar pull may be many times higher—say in the vicinity of 2000 pounds.

Operator guided platform motorized hand trucks are designed to handle loads on skids and are available in both high and low lift varieties. Both have rated capacities of from 4,000 to 6,000 pounds.

High lifts are used for tiering operations involving skids and skid bins. Their relatively low cost makes it possible for even the smallest plant, intent on improving its handling operation, to achieve efficient stacking in congested areas.

Low lifts, on the other hand, are used for positioning skids in production areas. Platform heights, widths, and lengths are available in different combinations to suit the skid sizes to be handled.

water, teamwork, reduced heat load keys to summer shipping efficiency

Lowered shipping department efficiency and productivity, deriving from summer heat and humidity, can be prevented. So says Dr. Lucien Brouha of the Haskell Laboratory of Industrial Toxicology.

According to Dr. Brouha, one of the nation's foremost researchers in the field of industrial medicine, there are three vital health "do's" which will enable the alert traffic executive to effectively combat summertime slowdowns among his personnel.

The water cooler should be the keystone of any program aimed at keeping hot weather operations humming, he reports. Where physical labor is a factor—and most tasks in the shipping room require some degree of physical exertion—a worker's body water supply may be decreased by as much as 12 quarts during the course of a working day.

Reports Dr. Brouha: "The secret of keeping an employee on his toes during summer heat is to keep his water content constant. How? By getting him to drink enough to replace what he's lost.

temperature impact

An overall reduction in "heat load" is another key to summer working efficiency. If the temperature on the shipping floor can be reduced; if an adequate fan or duct system is in operation; and if workers can be encouraged to wear light, loose clothing during hot weather, shipping operations will progress far more satisfactorily than they otherwise would.

Well organized, carefully supervised rest periods, in Dr. Brouha's estimation, are also vital to effective summertime shipping operations. When a given job is so scheduled that workers are able to take rest periods at set intervals, to recoup their strength, fatigue is countered and a high level of efficiency maintained.

July, 1958



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End snags and tie-ups in the shipping room caused by clumsy label tacking methods. HANSEN ONE-HAND TACKERS are the new jam-proof way to get better fastening, faster & easier.

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Traffic News

(Continued from page 46)

W. A. Meddick, named president and general manager of Elwell-Parker Electric Company . . . New Eastern Regional Sales Manager, Strick Trailers, is **Sherwin Gaines** . . . **Luckenbach Steamship**, recipient of spe-



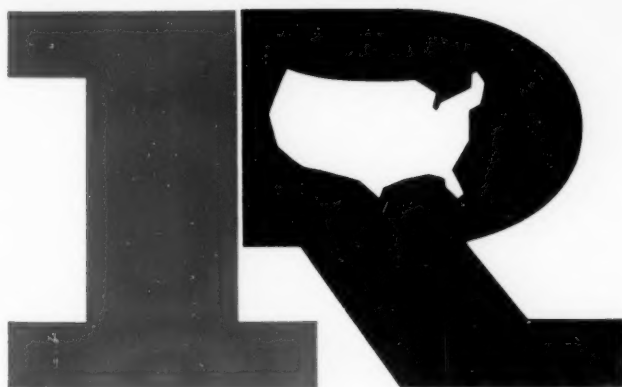
Luckenbach certificate

cial citation from U. S. Public Health Service for excellence in vessel sanitation . . . Interstate Motor Freight System names three new veeps: **Elmer G. Meyers**, sales; **Donald F. Darby**, western region; and **Marion Noblet**, eastern region.

A special bow to **Arno L. Zinke**, president of Mid-States Gunned Paper Division, Minnesota Mining and Manufacturing Co. One of the original founders of the organization, Mr. Zinke retired last month. His successor: **Waldo G. Bratson**.

American Airlines has appointed **Alfred B. Bowman** Manager of Flight for the carrier's Eastern Region . . . Four promotions in Traffic and Transportation Department, Koppers Company, Inc.: **Edward W. Schwadron**, Manager, Transportation and International Services Section; **William G. Brittain**, Manager, Fiscal Control Section; **James A. Jordan**, manager, Transportation Research and Development Section; and **Walter J. Kebeski**, Assistant Manager, Traffic Section. Good luck, all!

American Merchant Marine Institute has created new standing Freight Traffic Committee to handle cargo matters. Chairman: **Richard C. Colton**, Vice President, Lykes Bros. Steamship Co., Inc.



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